

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name ALPINE  
 (3) Descriptions: King F SP MEN ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 16 ✓ Nicotine: 1.0 ✓ CO: 15 ✓  
 (10) Variety Units Sales: 240,009,800  
 (11) Variety Dollar Sales: \$9,809,688  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....299,607  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....57,383  
 (20) CAT-H-Expenses (Promotional Allowances) .....529,537  
 (21) CAT-I-Expenses (Samples) .....2,742  
 (22) CAT-J-Expenses (Items).....146,279  
 (23) CAT-K-Expenses (Public Entertainment).....38  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....1,328,029  
 (26) CAT-N-Expenses (All Other).....845  
 (27) Total Reportable Expenditures for Variety.....\$2,364,460  
 (28) Sporting Events.....\$0  
 → (29) Ratings on Pack.....~~Yes~~ NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	ALPINE
(3)	Descriptions:	100 F SP MEN ✓
(4)	Product Length	100 -
(5)	Filter (F or N)	F -
(6)	Pack (H or S)	S -
(7)	Flavor (M,N, or O)	M -
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.1 ✓ CO: 15 14	
(10)	Variety Units Sales:	332,562,200
(11)	Variety Dollar Sales:	\$13,616,072
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	415,141
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	79,511
(20)	CAT-H-Expenses (Promotional Allowances) .....	733,736
(21)	CAT-I-Expenses (Samples) .....	3,799
(22)	CAT-J-Expenses (Items).....	202,687
(23)	CAT-K-Expenses (Public Entertainment).....	53
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,840,143
(26)	CAT-N-Expenses (All Other).....	1,171
(27)	Total Reportable Expenditures for Variety .....	\$3,276,241
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	ALPINE
(3)	Descriptions:	King F SP LT MEN ✓
(4)	Product Length	84 -
(5)	Filter (F or N)	F -
(6)	Pack (H or S)	S -
(7)	Flavor (M,N, or O)	M -
(8)	Num Per Pack:	20 -
(9)	9 Tar: <del>10</del> Nicotine: 0.7 ✓ CO: 10 ✓	
(10)	Variety Units Sales:	298,603,200
(11)	Variety Dollar Sales:	\$12,213,490
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	372,749
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	71,392
(20)	CAT-H-Expenses (Promotional Allowances).....	658,812
(21)	CAT-I-Expenses (Samples).....	3,411
(22)	CAT-J-Expenses (Items).....	181,990
(23)	CAT-K-Expenses (Public Entertainment).....	47
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,652,240
(26)	CAT-N-Expenses (All Other).....	1,051
(27)	Total Reportable Expenditures for Variety.....	\$2,941,692
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>yes</del> NO

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	ALPINE
(3)	Descriptions:	100 F SP LT MEN
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 9 ✓ Nicotine: 0.7 ✓	CO: 10 11
(10)	Variety Units Sales:	517,047,530.00
(11)	Variety Dollar Sales:	\$21,035,318
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	645,434
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	123,618
(20)	CAT-H-Expenses (Promotional Allowances).....	1,140,769
(21)	CAT-I-Expenses (Samples).....	5,907
(22)	CAT-J-Expenses (Items).....	315,126
(23)	CAT-K-Expenses (Public Entertainment).....	82
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,860,943
(26)	CAT-N-Expenses (All Other).....	1,820
(27)	Total Reportable Expenditures for Variety.....	\$5,093,699
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995-1996
(2)	Brand Family Name	ALPINE
(3)	Descriptions:	Reg F HP MEN ✓
(4)	Product Length	83 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M, N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: 15 ✓	
(10)	Variety Units Sales:	9,503,200
(11)	Variety Dollar Sales:	\$393,489
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	11,863
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	2,272
(20)	CAT-H-Expenses (Promotional Allowances) .....	20,967
(21)	CAT-I-Expenses (Samples) .....	109
(22)	CAT-J-Expenses (Items).....	5,792
(23)	CAT-K-Expenses (Public Entertainment).....	2
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	52,583
(26)	CAT-N-Expenses (All Other).....	33
(27)	Total Reportable Expenditures for Variety .....	\$93,621
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995-1996
(2)	Brand Family Name	ALPINE
(3)	Descriptions:	Reg F HP LT MEN
(4)	Product Length	83 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 9 ✓ Nicotine: 0.7 ✓ CO: 10 ✓	
(10)	Variety Units Sales:	14,762,400
(11)	Variety Dollar Sales:	\$611,600
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	18,428
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	3,528
(20)	CAT-H-Expenses (Promotional Allowances) .....	32,569
(21)	CAT-I-Expenses (Samples) .....	169
(22)	CAT-J-Expenses (Items).....	8,998
(23)	CAT-K-Expenses (Public Entertainment).....	2
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	81,685
(26)	CAT-N-Expenses (All Other).....	53
(27)	Total Reportable Expenditures for Variety .....	\$145,432
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	yes NO

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	BENSON & HEDGES
(3)	Descriptions:	King F HP ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (MJN, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 15 ✓ Nicotine: 1.1 ✓ CO: 13 ✓	
(10)	Variety Units Sales:	14,245,120
(11)	Variety Dollar Sales:	\$1,214,361
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$3,242
(14)	CAT-B-Expenses (Magazines).....	20,311
(15)	CAT-C-Expenses (Outdoor).....	5,006
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	964
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	3,470
(20)	CAT-H-Expenses (Promotional Allowances) .....	33,077
(21)	CAT-I-Expenses (Samples) .....	460
(22)	CAT-J-Expenses (Items).....	13,139
(23)	CAT-K-Expenses (Public Entertainment).....	1,988
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	37,024
(26)	CAT-N-Expenses (All Other).....	413
(27)	Total Reportable Expenditures for Variety .....	\$119,094
(28)	Sporting Events.....	\$308
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	BENSON & HEDGES
(3)	Descriptions:	100 F HP LT ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 / Nicotine: 0.8 ✓	CO: 11 ✓
(10)	Variety Units Sales:	215,952,780
(11)	Variety Dollar Sales:	\$11,802,164
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$49,141
(14)	CAT-B-Expenses (Magazines).....	307,905
(15)	CAT-C-Expenses (Outdoor).....	75,896
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	14,616
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	52,606
(20)	CAT-H-Expenses (Promotional Allowances) .....	501,442
(21)	CAT-I-Expenses (Samples) .....	6,975
(22)	CAT-J-Expenses (Items).....	199,185
(23)	CAT-K-Expenses (Public Entertainment).....	30,135
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	561,283
(26)	CAT-N-Expenses (All Other).....	6,255
(27)	Total Reportable Expenditures for Variety .....	\$1,805,439
(28)	Sporting Events.....	\$4,670
(29)	Ratings on Pack.....	Yes <del>NO</del>



## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name BENSON & HEDGES  
 (3) Descriptions: 100 F HP LT MEN  
 (4) Product Length 99 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) H ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 10 ✓ Nicotine: 0.8 ✓ CO: 11/10  
 (10) Variety Units Sales: 257,619,800  
 (11) Variety Dollar Sales: \$14,077,807  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$58,623  
 (14) CAT-B-Expenses (Magazines).....367,314  
 (15) CAT-C-Expenses (Outdoor).....90,540  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....17,437  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....62,756  
 (20) CAT-H-Expenses (Promotional Allowances) .....598,192  
 (21) CAT-I-Expenses (Samples) .....8,321  
 (22) CAT-J-Expenses (Items).....237,617  
 (23) CAT-K-Expenses (Public Entertainment).....35,950  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....669,579  
 (26) CAT-N-Expenses (All Other).....7,462  
 (27) Total Reportable Expenditures for Variety .....\$2,153,791  
 (28) Sporting Events.....\$5,571  
 (29) Ratings on Pack.....Yes ~~NO~~

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	BENSON & HEDGES
(3)	Descriptions:	100 F SP ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	16 Tar: <del>15</del> Nicotine: <del>1.1</del> CO: <del>14</del> 15	
(10)	Variety Units Sales:	1,621,092,360
(11)	Variety Dollar Sales:	\$88,360,187
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$368,889
(14)	CAT-B-Expenses (Magazines).....	2,311,353
(15)	CAT-C-Expenses (Outdoor).....	569,731
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	109,722
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	394,894
(20)	CAT-H-Expenses (Promotional Allowances) .....	3,764,172
(21)	CAT-I-Expenses (Samples) .....	52,362
(22)	CAT-J-Expenses (Items).....	1,495,225
(23)	CAT-K-Expenses (Public Entertainment) .....	226,216
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,213,379
(26)	CAT-N-Expenses (All Other).....	46,957
(27)	Total Reportable Expenditures for Variety .....	\$13,552,900
(28)	Sporting Events.....	\$35,053
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	BENSON & HEDGES
(3)	Descriptions:	100 F HP ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 15 ✓ Nicotine: 1.1 ✓ CO: 15 ✓	
(10)	Variety Units Sales:	421,319,200
(11)	Variety Dollar Sales:	\$23,006,753
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$95,874
(14)	CAT-B-Expenses (Magazines).....	600,717
(15)	CAT-C-Expenses (Outdoor).....	148,072
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	28,516
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	102,632
(20)	CAT-H-Expenses (Promotional Allowances) .....	978,302
(21)	CAT-I-Expenses (Samples) .....	13,609
(22)	CAT-J-Expenses (Items).....	388,606
(23)	CAT-K-Expenses (Public Entertainment).....	58,793
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,095,050
(26)	CAT-N-Expenses (All Other).....	12,204
(27)	Total Reportable Expenditures for Variety .....	\$3,522,375
(28)	Sporting Events.....	\$9,110
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	BENSON & HEDGES
(3)	Descriptions:	100 F HP MEN ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	16 Tar: 1.5 Nicotine: 1.2 CO: 1.5	
(10)	Variety Units Sales:	374,871,459
(11)	Variety Dollar Sales:	\$20,457,725
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$85,304
(14)	CAT-B-Expenses (Magazines).....	534,492
(15)	CAT-C-Expenses (Outdoor).....	131,748
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	25,373
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	91,318
(20)	CAT-H-Expenses (Promotional Allowances) .....	870,451
(21)	CAT-I-Expenses (Samples) .....	12,109
(22)	CAT-J-Expenses (Items).....	345,765
(23)	CAT-K-Expenses (Public Entertainment).....	52,312
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	974,328
(26)	CAT-N-Expenses (All Other).....	10,859
(27)	Total Reportable Expenditures for Variety .....	\$3,134,059
(28)	Sporting Events .....	\$8,106
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BENSON & HEDGES
(3)	Descriptions:	100 F SP MEN✓
(4)	Product Length	100✓
(5)	Filter (F or N)	F✓
(6)	Pack (H or S)	S✓
(7)	Flavor (M,N, or O)	M✓
(8)	Num Per Pack:	20✓
(9)	Tar: 15/Nicotine: 1.1✓	CO: 14 15
(10)	Variety Units Sales:	2,264,812,120
(11)	Variety Dollar Sales:	\$123,204,532
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$515,371
(14)	CAT-B-Expenses (Magazines).....	3,229,169
(15)	CAT-C-Expenses (Outdoor).....	795,966
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	153,291
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	551,702
(20)	CAT-H-Expenses (Promotional Allowances) .....	5,258,888
(21)	CAT-I-Expenses (Samples) .....	73,155
(22)	CAT-J-Expenses (Items).....	2,088,964
(23)	CAT-K-Expenses (Public Entertainment).....	316,044
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	5,886,471
(26)	CAT-N-Expenses (All Other).....	65,603
(27)	Total Reportable Expenditures for Variety .....	\$18,934,624
(28)	Sporting Events.....	\$48,972
(29)	Ratings on Pack.....	Yes No

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	BENSON & HEDGES
(3)	Descriptions:	100 F SP LT
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 ✓ Nicotine: 0.8 ✓ CO: 12 ✓	
(10)	Variety Units Sales:	1,161,779,707
(11)	Variety Dollar Sales:	\$63,345,157
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$264,369
(14)	CAT-B-Expenses (Magazines).....	1,656,465
(15)	CAT-C-Expenses (Outdoor).....	408,306
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	78,634
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	283,006
(20)	CAT-H-Expenses (Promotional Allowances) .....	2,697,649
(21)	CAT-I-Expenses (Samples) .....	37,526
(22)	CAT-J-Expenses (Items).....	1,071,575
(23)	CAT-K-Expenses (Public Entertainment).....	162,121
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	3,019,580
(26)	CAT-N-Expenses (All Other).....	33,652
(27)	Total Reportable Expenditures for Variety .....	\$9,712,883
(28)	Sporting Events.....	\$25,121
(29)	Ratings on Pack.....	Yes <del>No</del>

## CIGARETTE REPORT FORM

(1) Year Covered 1995-1996  
 (2) Brand Family Name BENSON & HEDGES  
 (3) Descriptions: 100 F SP LT MEN  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 10 ✓ Nicotine: 0.8 ✓ CO: 12 ✓  
 (10) Variety Units Sales: 1,311,763,380  
 (11) Variety Dollar Sales: \$71,364,435  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$298,499  
 (14) CAT-B-Expenses (Magazines).....1,870,312  
 (15) CAT-C-Expenses (Outdoor).....461,018  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....88,785  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....319,542  
 (20) CAT-H-Expenses (Promotional Allowances) .....3,045,911  
 (21) CAT-I-Expenses (Samples) .....42,371  
 (22) CAT-J-Expenses (Items).....1,209,913  
 (23) CAT-K-Expenses (Public Entertainment).....183,051  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....3,409,403  
 (26) CAT-N-Expenses (All Other).....37,997  
 (27) Total Reportable Expenditures for Variety.....\$10,966,802  
 (28) Sporting Events.....\$28,364  
 (29) Ratings on Pack.....Yes No

## CIGARETTE REPORT FORM

(1)	Year Covered	1995/1996
(2)	Brand Family Name	BENSON & HEDGES
(3)	Descriptions:	100 F HP ULTRA-LT DLX
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 5 ✓ Nicotine: 0.5 ✓ CO: 7 ✓	
(10)	Variety Units Sales:	2,019,552,400
(11)	Variety Dollar Sales:	\$110,072,371
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$459,560
(14)	CAT-B-Expenses (Magazines).....	2,879,478
(15)	CAT-C-Expenses (Outdoor).....	709,769
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	136,691
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	491,958
(20)	CAT-H-Expenses (Promotional Allowances).....	4,689,395
(21)	CAT-I-Expenses (Samples).....	65,233
(22)	CAT-J-Expenses (Items).....	1,862,747
(23)	CAT-K-Expenses (Public Entertainment).....	281,819
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	5,249,016
(26)	CAT-N-Expenses (All Other).....	58,499
(27)	Total Reportable Expenditures for Variety.....	\$16,884,165
(28)	Sporting Events.....	\$43,669
(29)	Ratings on Pack.....	Yes ✓



## CIGARETTE REPORT FORM

(1)	Year Covered	1995 / 1996
(2)	Brand Family Name	BENSON & HEDGES
(3)	Descriptions:	100 F HP ULTRA-LT MEN DLX
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 5 ✓ Nicotine: 0.5 ✓ CO: 7 ✓	
(10)	Variety Units Sales:	1,660,216,340
(11)	Variety Dollar Sales:	\$90,459,321
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$377,792
(14)	CAT-B-Expenses (Magazines).....	2,367,136
(15)	CAT-C-Expenses (Outdoor).....	583,481
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	112,370
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	404,424
(20)	CAT-H-Expenses (Promotional Allowances) .....	3,855,018
(21)	CAT-I-Expenses (Samples) .....	53,626
(22)	CAT-J-Expenses (Items).....	1,531,311
(23)	CAT-K-Expenses (Public Entertainment).....	231,676
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,315,066
(26)	CAT-N-Expenses (All Other).....	48,090
(27)	Total Reportable Expenditures for Variety .....	\$13,879,990
(28)	Sporting Events.....	\$35,899
(29)	Ratings on Pack.....	Yes ✓

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BENSON & HEDGES
(3)	Descriptions:	King F SP M-FILTER
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 ✓ Nicotine: 0.8 ✓ CO: 10 ✓	
(10)	Variety Units Sales:	63,614,400
(11)	Variety Dollar Sales:	\$3,474.840
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$14,477
(14)	CAT-B-Expenses (Magazines).....	90,701
(15)	CAT-C-Expenses (Outdoor).....	22,356
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	4,304
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	15,495
(20)	CAT-H-Expenses (Promotional Allowances) .....	147,714
(21)	CAT-I-Expenses (Samples) .....	2,055
(22)	CAT-J-Expenses (Items).....	58,674
(23)	CAT-K-Expenses (Public Entertainment).....	8,877
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	165,338
(26)	CAT-N-Expenses (All Other).....	1,844
(27)	Total Reportable Expenditures for Variety .....	\$531,835
(28)	Sporting Events.....	\$1,376
(29)	Ratings on Pack.....	Y <del>ES</del> NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BRISTOL
(3)	Descriptions:	King F SP LT
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 ✓ Nicotine: 0.7 ✓ CO: 12 ✓	
(10)	Variety Units Sales:	80,722,000
(11)	Variety Dollar Sales:	\$3,335,338
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	187,790
(21)	CAT-I-Expenses (Samples) .....	6
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,279
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$189,075
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes/NO

## CIGARETTE REPORT FORM

(1) Year Covered 1995-1996  
 (2) Brand Family Name BRISTOL  
 (3) Descriptions: King F SP LT MEN  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 10 ✓ Nicotine: 0.7 ✓ CO: 12 ✓  
 (10) Variety Units Sales: 32,934,400  
 (11) Variety Dollar Sales: \$1,360,450  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....0  
 (20) CAT-H-Expenses (Promotional Allowances) .....76.618  
 (21) CAT-I-Expenses (Samples) .....3  
 (22) CAT-J-Expenses (Items).....0  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....522  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$77,143  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~Yes~~ NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 / 996
(2)	Brand Family Name	BRISTOL
(3)	Descriptions:	100 F SP LT ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 ✓ Nicotine: 0.7 0.8 CO: 13 ✓	
(10)	Variety Units Sales:	103,033,722
(11)	Variety Dollar Sales:	\$4,255,442
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	239,695
(21)	CAT-I-Expenses (Samples) .....	8
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,632
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$241,335
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes / NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995/996
(2)	Brand Family Name	BRISTOL
(3)	Descriptions:	100 F SP LT MEN ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 ✓ Nicotine: 0.7 ✓ CO: 13 ✓	
(10)	Variety Units Sales:	61,049,400
(11)	Variety Dollar Sales:	\$2,522,810
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	142,024
(21)	CAT-I-Expenses (Samples) .....	5
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment) .....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	967
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$142,996
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>Yes</del> NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	BRISTOL
(3)	Descriptions:	King F SP ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: <del>15</del> 16	
(10)	Variety Units Sales:	96,726,400
(11)	Variety Dollar Sales:	\$3,999,458
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	225,022
(21)	CAT-I-Expenses (Samples) .....	7
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment) .....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,532
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$226,561
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>Yes</del> NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	BRISTOL
(3)	Descriptions:	100 F SP ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	15 Tar: 16 Nicotine: 1.0 ✓ CO: 17 ✓	
(10)	Variety Units Sales:	113,359,400
(11)	Variety Dollar Sales:	\$4,687,978
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	263,717
(21)	CAT-I-Expenses (Samples) .....	9
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,796
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$265,522
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	yes NO



## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name BRISTOL  
 (3) Descriptions: King NF SP ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) N ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) 26 Tar: 27 Nicotine: 1.7 ✓ CO: 18 15  
 (10) Variety Units Sales: 33,327,000  
 (11) Variety Dollar Sales: \$1,378,055  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....0  
 (20) CAT-H-Expenses (Promotional Allowances) .....77,531  
 (21) CAT-I-Expenses (Samples) .....3  
 (22) CAT-J-Expenses (Items).....0  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....528  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety .....\$78,062  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	BRISTOL
(3)	Descriptions:	100 F SP ULTRA-LT ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 5 ✓ Nicotine: 0.5 ✓ CO: 8 ✓	
(10)	Variety Units Sales:	51,713,200
(11)	Variety Dollar Sales:	\$2,135,610
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	120,304
(21)	CAT-I-Expenses (Samples) .....	4
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	819
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$121,127
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<u>1995-1996</u>
(2)	Brand Family Name	BRISTOL
(3)	Descriptions:	King F SP LOWEST ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 1 ✓ Nicotine: 0.1 ✓ CO: <u>X</u> 1	
(10)	Variety Units Sales:	5,745,600
(11)	Variety Dollar Sales:	\$237,668
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	13,366
(21)	CAT-I-Expenses (Samples) .....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	91
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$13,457
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	Yes ✓

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	BRISTOL
(3)	Descriptions:	100 F SP LOWEST ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 2 ✓ Nicotine: 0.2 ✓ CO: 3 ✓	
(10)	Variety Units Sales:	10,591,800
(11)	Variety Dollar Sales:	\$438,337
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances).....	24,640
(21)	CAT-I-Expenses (Samples).....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	169
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$24,809
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes ✓

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BUCKS
(3)	Descriptions:	King F SP ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 14 ✓ Nicotine: 1.0 ✓	CO: 1812
(10)	Variety Units Sales:	43,342,600
(11)	Variety Dollar Sales:	\$1,794,347
(12)	Last Date Sold:	N/A

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	(3,485)
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	91
(20)	CAT-H-Expenses (Promotional Allowances) .....	97,782
(21)	CAT-I-Expenses (Samples) .....	3
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	(5,503)
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$88,888
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

# CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BUCKS
(3)	Descriptions:	King F SP LT ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 ✓ Nicotine: 0.8 CO: 12	
(10)	Variety Units Sales:	46,201,500
(11)	Variety Dollar Sales:	\$1,908,408
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	(3,715)
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	98
(20)	CAT-H-Expenses (Promotional Allowances).....	104,232
(21)	CAT-I-Expenses (Samples).....	4
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	(5,866)
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$94,753
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes NO

# CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	CAMBRIDGE
(3)	Descriptions:	100 F SP ULTRA-LT ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M, N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 5 ✓ Nicotine: 0.4 ✓ CO: 8	
(10)	Variety Units Sales:	1,255,834,455
(11)	Variety Dollar Sales:	\$50,467,845
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$2,540
(14)	CAT-B-Expenses (Magazines).....	410,744
(15)	CAT-C-Expenses (Outdoor).....	29,849
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	64,815
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	221,945
(20)	CAT-H-Expenses (Promotional Allowances) .....	2,788,432
(21)	CAT-I-Expenses (Samples) .....	25,672
(22)	CAT-J-Expenses (Items).....	1,451,102
(23)	CAT-K-Expenses (Public Entertainment).....	509
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	7,763,967
(26)	CAT-N-Expenses (All Other).....	1,710
(27)	Total Reportable Expenditures for Variety.....	\$12,761,285
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	yes NO

# CIGARETTE REPORT FORM

(1)	Year Covered	-1995 1996
(2)	Brand Family Name	CAMBRIDGE
(3)	Descriptions:	King F SP LT✓
(4)	Product Length	84✓
(5)	Filter (F or N)	F✓
(6)	Pack (H or S)	S✓
(7)	Flavor (M,N, or O)	N✓
(8)	Num Per Pack:	20✓
(9)	Tar: 10✓ Nicotine: 0.7✓ CO: 13✓	
(10)	Variety Units Sales:	1,097,761,800
(11)	Variety Dollar Sales:	\$42,362,174
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$2,221
(14)	CAT-B-Expenses (Magazines).....	359,044
(15)	CAT-C-Expenses (Outdoor).....	26,092
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	56,657
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	194,008
(20)	CAT-H-Expenses (Promotional Allowances) .....	2,437,450
(21)	CAT-I-Expenses (Samples) .....	22,440
(22)	CAT-J-Expenses (Items).....	1,268,451
(23)	CAT-K-Expenses (Public Entertainment).....	445
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	6,786,711
(26)	CAT-N-Expenses (All Other).....	1,495
(27)	Total Reportable Expenditures for Variety .....	\$11,155,014
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	Yes NO



## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	CAMBRIDGE
(3)	Descriptions:	King F SP LT MEN ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 ✓ Nicotine: 0.7 ✓ CO: 12 ✓	
(10)	Variety Units Sales:	335,594,000
(11)	Variety Dollar Sales:	\$13,860,996
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$679
(14)	CAT-B-Expenses (Magazines).....	109,762
(15)	CAT-C-Expenses (Outdoor).....	7,977
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	17,320
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	59,310
(20)	CAT-H-Expenses (Promotional Allowances) .....	745,147
(21)	CAT-I-Expenses (Samples) .....	6,860
(22)	CAT-J-Expenses (Items) .....	387,775
(23)	CAT-K-Expenses (Public Entertainment) .....	136
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,074,749
(26)	CAT-N-Expenses (All Other).....	457
(27)	Total Reportable Expenditures for Variety .....	\$3,410,172
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	CAMBRIDGE
(3)	Descriptions:	100 F SP LT ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 ✓ Nicotine: 0.7 ✓	CO: 13 14
(10)	Variety Units Sales:	1,707,976.981
(11)	Variety Dollar Sales:	\$67,024,689
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$3.455
(14)	CAT-B-Expenses (Magazines).....	558.626
(15)	CAT-C-Expenses (Outdoor).....	40.596
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	88.151
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	301.852
(20)	CAT-H-Expenses (Promotional Allowances).....	3,792.361
(21)	CAT-I-Expenses (Samples).....	34.914
(22)	CAT-J-Expenses (Items).....	1,973.547
(23)	CAT-K-Expenses (Public Entertainment).....	693
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	10,559.255
(26)	CAT-N-Expenses (All Other).....	2,326
(27)	Total Reportable Expenditures for Variety.....	\$17,355.776
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name CAMBRIDGE  
 (3) Descriptions: 100 F SP LT MEN ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 10 ✓ Nicotine: 0.7 ✓ CO: 13  
 (10) Variety Units Sales: 937,856,800  
 (11) Variety Dollar Sales: \$38,258,863  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$1,897  
 (14) CAT-B-Expenses (Magazines).....306,744  
 (15) CAT-C-Expenses (Outdoor).....22,291  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....48,404  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....165,748  
 (20) CAT-H-Expenses (Promotional Allowances) .....2,082,400  
 (21) CAT-I-Expenses (Samples) .....19,172  
 (22) CAT-J-Expenses (Items) .....1,083,683  
 (23) CAT-K-Expenses (Public Entertainment).....380  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....5,798,128  
 (26) CAT-N-Expenses (All Other).....1,277  
 (27) Total Reportable Expenditures for Variety .....\$9,530,124  
 (28) Sporting Events .....\$0  
 (29) Ratings on Pack.....Yes/NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	CAMBRIDGE
(3)	Descriptions:	King F SP FULL-FLA ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	16 Tar: 15 Nicotine: 0.9 ✓ CO: 16 ✓	
(10)	Variety Units Sales:	701,241,200
(11)	Variety Dollar Sales:	\$27,090,713
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$1,419
(14)	CAT-B-Expenses (Magazines).....	229,354
(15)	CAT-C-Expenses (Outdoor).....	16,667
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	36,192
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	123,931
(20)	CAT-H-Expenses (Promotional Allowances).....	1,557,023
(21)	CAT-I-Expenses (Samples).....	14,335
(22)	CAT-J-Expenses (Items).....	810,276
(23)	CAT-K-Expenses (Public Entertainment).....	284
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,335,295
(26)	CAT-N-Expenses (All Other).....	955
(27)	Total Reportable Expenditures for Variety.....	\$7,125,731
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	YES NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	CAMBRIDGE
(3)	Descriptions:	100 F SP FULL-FLA ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 15 ✓ Nicotine: 1.0 ✓ CO: 17 18	
(10)	Variety Units Sales:	1,125,874,800
(11)	Variety Dollar Sales:	\$42,949,698
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$2,278
(14)	CAT-B-Expenses (Magazines).....	368,239
(15)	CAT-C-Expenses (Outdoor).....	26,760
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	58,108
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	198,977
(20)	CAT-H-Expenses (Promotional Allowances) .....	2,499,872
(21)	CAT-I-Expenses (Samples) .....	23,015
(22)	CAT-J-Expenses (Items).....	1,300,935
(23)	CAT-K-Expenses (Public Entertainment).....	457
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	6,960,515
(26)	CAT-N-Expenses (All Other).....	1,533
(27)	Total Reportable Expenditures for Variety .....	\$11,440,689
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	YES NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	CAMBRIDGE
(3)	Descriptions:	King F SP LOWEST ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 1 ✓ Nicotine: 0.2 ✓ CO: 2 ✓	
(10)	Variety Units Sales:	93,315,960
(11)	Variety Dollar Sales:	\$3,858,893
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$189
(14)	CAT-B-Expenses (Magazines).....	30,521
(15)	CAT-C-Expenses (Outdoor).....	2,218
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	4,816
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	16,492
(20)	CAT-H-Expenses (Promotional Allowances) .....	207,197
(21)	CAT-I-Expenses (Samples) .....	1,908
(22)	CAT-J-Expenses (Items).....	107,826
(23)	CAT-K-Expenses (Public Entertainment).....	38
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	576,909
(26)	CAT-N-Expenses (All Other).....	127
(27)	Total Reportable Expenditures for Variety .....	\$948,241
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack .....	Yes ✓

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	CAMBRIDGE
(3)	Descriptions:	100 F SP LOWEST ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 2 ✓ Nicotine: 0.2 ✓ CO: 3 ✓	
(10)	Variety Units Sales:	243,563,000
(11)	Variety Dollar Sales:	\$10,075,447
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$493
(14)	CAT-B-Expenses (Magazines).....	79,661
(15)	CAT-C-Expenses (Outdoor).....	5,789
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	12,572
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	43,045
(20)	CAT-H-Expenses (Promotional Allowances) .....	540,803
(21)	CAT-I-Expenses (Samples) .....	4,978
(22)	CAT-J-Expenses (Items).....	281,435
(23)	CAT-K-Expenses (Public Entertainment).....	99
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,505,784
(26)	CAT-N-Expenses (All Other).....	332
(27)	Total Reportable Expenditures for Variety.....	\$2,474,991
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes ✓

# CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	CANADIAN PLAYERS
(3)	Descriptions:	Reg F HP
(4)	Product Length	72
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	<del>20</del> 25
(9)	15 Tar: 16 Nicotine: 1.4 CO: 1.5 N/A	
(10)	Variety Units Sales:	2,754,000
(11)	Variety Dollar Sales:	\$196,062
(12)	Last Date Sold:	N/A

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	0
(21)	CAT-I-Expenses (Samples) .....	0
(22)	CAT-J-Expenses (Items) .....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	0
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$0
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

OK



# CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	CANADIAN PLAYERS
(3)	Descriptions:	Reg F HP MEDIUM
(4)	Product Length	72
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20 25
(9)	Tar: 13    Nicotine: 1.2    CO: 15	
(10)	Variety Units Sales:	224,200
(11)	Variety Dollar Sales:	\$15,993
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	0
(21)	CAT-I-Expenses (Samples) .....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	0
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$0
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>Yes</del>

OK

PAGE 41

*Form not updated!*

PM3000785286

## CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	CANADIAN PLAYERS
(3)	Descriptions:	Reg F HP LT
(4)	Product Length	72
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20 25
(9)	Tar: 13 <sup>✓</sup> Nicotine: 1.1 <sup>✓</sup> CO: <del>1.1</del> N/A	
(10)	Variety Units Sales:	3,816,400
(11)	Variety Dollar Sales:	\$271,764
(12)	Last Date Sold:	N/A

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances).....	0
(21)	CAT-I-Expenses (Samples).....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	0
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$0
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>Yes</del> <del>Yes</del>

OK

# CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	CANADIAN PLAYERS
(3)	Descriptions:	Reg F HP LT SMOOTH
(4)	Product Length	72
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20 25
(9)	Tar: 13    Nicotine: 1.2    CO: 13	
(10)	Variety Units Sales:	198,000
(11)	Variety Dollar Sales:	\$14,092
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	0
(21)	CAT-I-Expenses (Samples) .....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	0
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$0
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	yes <del>no</del> OK

PAGE 43

*Form not updated ✓*

PM3000785288

# CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	CANADIAN PLAYERS
(3)	Descriptions:	Reg F HP EXTRA-LT
(4)	Product Length	72
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20 25
(9)	Tar: <del>10</del> 9 Nicotine: <del>1.1</del> 1.1 CO: <del>1</del> N/A	
(10)	Variety Units Sales:	720,400
(11)	Variety Dollar Sales:	\$51,264
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	0
(21)	CAT-I-Expenses (Samples) .....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	0
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$0
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

OK

CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	CANADIAN PLAYERS
(3)	Descriptions:	King F HP LT
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20 25
(9)	Tar: 14 <sup>1.5</sup> Nicotine: 1.3 <sup>1.5</sup> CO: 15 N/A	
(10)	Variety Units Sales:	2,016,000
(11)	Variety Dollar Sales:	\$143,542
(12)	Last Date Sold:	N/A

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	0
(21)	CAT-I-Expenses (Samples) .....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	0
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$0
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

OK

## CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	CANADIAN PLAYERS
(3)	Descriptions:	King F HP LT SMOOTH
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20 25
(9)	Tar: 13    Nicotine: 1.3    CO: 16	
(10)	Variety Units Sales:	108,000
(11)	Variety Dollar Sales:	\$7,686
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	0
(21)	CAT-I-Expenses (Samples) .....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	0
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$0
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

OK

PAGE 46

*Forms not updated ✓*

PM3000785291

## CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	CANADIAN PLAYERS
(3)	Descriptions:	King F HP EXTRA-LT
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20 25
(9)	12 Tar: 14 Nicotine: 1.2 CO: 12 N/A	
(10)	Variety Units Sales:	408,000
(11)	Variety Dollar Sales:	\$29,028
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances).....	0
(21)	CAT-I-Expenses (Samples).....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	0
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$0
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>OK</del> OK

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	DAVES
(3)	Descriptions:	King F HP ✓
(4)	Product Length	83 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16✓Nicotine: 1.0 ✓ CO: 16✓	
(10)	Variety Units Sales:	61,935,600
(11)	Variety Dollar Sales:	\$2,424,972
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$275,273
(14)	CAT-B-Expenses (Magazines).....	2,907,643
(15)	CAT-C-Expenses (Outdoor).....	1,610,275
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	73,796
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	1,637,835
(20)	CAT-H-Expenses (Promotional Allowances) .....	24,422
(21)	CAT-I-Expenses (Samples) .....	16,496
(22)	CAT-J-Expenses (Items).....	299,499
(23)	CAT-K-Expenses (Public Entertainment) .....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	866,573
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$7,711,812
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes NO



## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	DAVES
(3)	Descriptions:	King F HP LT ✓
(4)	Product Length	83 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	// Tar: <del>10</del> Nicotine: 0.7 ✓ CO: <del>12</del> 13	
(10)	Variety Units Sales:	57,505,400
(11)	Variety Dollar Sales:	\$2,243,437
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$255,583
(14)	CAT-B-Expenses (Magazines).....	2,699,661
(15)	CAT-C-Expenses (Outdoor).....	1,495,093
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	68,518
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	1,520,682
(20)	CAT-H-Expenses (Promotional Allowances) .....	22,676
(21)	CAT-I-Expenses (Samples) .....	15,316
(22)	CAT-J-Expenses (Items).....	278,077
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	804,588
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$7,160,194
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

# CIGARETTE REPORT FORM

(1)	Year Covered	1995-1996
(2)	Brand Family Name	COMMANDER
(3)	Descriptions:	King NF SP ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	N ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	27 Tar: 26 Nicotine: 1.7 ✓ CO: 16.5	
(10)	Variety Units Sales:	92,284,400
(11)	Variety Dollar Sales:	\$5,040,294
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances).....	0
(21)	CAT-I-Expenses (Samples).....	7
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	58
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$66
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	COMMANDER
(3)	Descriptions:	Reg NF SP ✓
(4)	Product Length	70 ✓
(5)	Filter (F or N)	N ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N. or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 21 Nicotine: 1.4	CO: 12 13
(10)	Variety Units Sales:	11,880,800
(11)	Variety Dollar Sales:	\$649,154
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	0
(21)	CAT-I-Expenses (Samples) .....	1
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	8
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$8
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name ENGLISH OVALS  
 (3) Descriptions: King NF HP ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) N ✓  
 (6) Pack (H or S) H ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) 25 Tar: 26 Nicotine: 1.9 CO: 15 ✓  
 (10) Variety Units Sales: 6,106,000  
 (11) Variety Dollar Sales: \$520,571  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....0  
 (20) CAT-H-Expenses (Promotional Allowances).....0  
 (21) CAT-I-Expenses (Samples).....0  
 (22) CAT-J-Expenses (Items).....0  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....0  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$0  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name MARLBORO  
 (3) Descriptions: 100 F SP MEDIUM ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 12 ✓ Nicotine: 0.9 ✓ CO: 13 ✓  
 (10) Variety Units Sales: 657,506,200.00  
 (11) Variety Dollar Sales: \$35,934,873  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$37,452  
 (14) CAT-B-Expenses (Magazines).....317,323  
 (15) CAT-C-Expenses (Outdoor).....344,156  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....31,017  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....245,948  
 (20) CAT-H-Expenses (Promotional Allowances) .....1,517,935  
 (21) CAT-I-Expenses (Samples) .....1,847  
 (22) CAT-J-Expenses (Items).....2,062,754  
 (23) CAT-K-Expenses (Public Entertainment).....206,667  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....1,776,191  
 (26) CAT-N-Expenses (All Other).....2,022  
 (27) Total Reportable Expenditures for Variety .....\$6,543,312  
 (28) Sporting Events .....\$165,728  
 (29) Ratings on Pack.....~~Yes~~ NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name MARLBORO  
 (3) Descriptions: 100 F HP MEDIUM ✓  
 (4) Product Length 99 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) H ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) 13 Tar: ~~12~~ Nicotine: ~~0.9~~ CO: ~~12~~ 13  
 (10) Variety Units Sales: 1,159,006,560  
 (11) Variety Dollar Sales: \$63,362,360  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$66,018  
 (14) CAT-B-Expenses (Magazines).....559,356  
 (15) CAT-C-Expenses (Outdoor).....606,655  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....54,675  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....433,540  
 (20) CAT-H-Expenses (Promotional Allowances) .....2,675,711  
 (21) CAT-I-Expenses (Samples) .....3,256  
 (22) CAT-J-Expenses (Items).....3,636,081  
 (23) CAT-K-Expenses (Public Entertainment).....364,298  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....3,130,947  
 (26) CAT-N-Expenses (All Other).....3,563  
 (27) Total Reportable Expenditures for Variety .....\$11,534,100  
 (28) Sporting Events.....\$292,134  
 (29) Ratings on Pack.....~~Yes~~ NO

## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name MARLBORO  
 (3) Descriptions: King F HP ✓  
 (4) Product Length 79 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) H ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 16 ✓ Nicotine: 1.1 ✓ CO: 14 ✓  
 (10) Variety Units Sales: 36,527,486,767  
 (11) Variety Dollar Sales: \$1,967,631,204  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$2,080,626  
 (14) CAT-B-Expenses (Magazines).....17,628,776  
 (15) CAT-C-Expenses (Outdoor).....19,119,455  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....1,723,151  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....13,663,525  
 (20) CAT-H-Expenses (Promotional Allowances) .....84,328,259  
 (21) CAT-I-Expenses (Samples) .....102,630  
 (22) CAT-J-Expenses (Items).....114,595,476  
 (23) CAT-K-Expenses (Public Entertainment).....11,481,304  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....98,675,573  
 (26) CAT-N-Expenses (All Other).....112,308  
 (27) Total Reportable Expenditures for Variety.....\$363,511,083  
 (28) Sporting Events.....\$9,206,958  
 (29) Ratings on Pack.....Yes NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name MARLBORO  
 (3) Descriptions: King F SP✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 16 ✓ Nicotine: 1.1 ✓ CO: 14 ✓ 5  
 (10) Variety Units Sales: 18,087,229,761  
 (11) Variety Dollar Sales: \$986,698,251  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$1,030,259  
 (14) CAT-B-Expenses (Magazines)..... 8,729,200  
 (15) CAT-C-Expenses (Outdoor)..... 9,467,336  
 (16) CAT-D-Expenses (Audio Visual)..... 0  
 (17) CAT-E-EXPENSES (Public Transport).....853,249  
 (18) CAT-F-Expenses (Direct Mail) ..... 0  
 (19) CAT-G-Expenses (Point of Sale)..... 6,765,735  
 (20) CAT-H-Expenses (Promotional Allowances) .....41,756,626  
 (21) CAT-I-Expenses (Samples) .....50,819  
 (22) CAT-J-Expenses (Items).....56,743,973  
 (23) CAT-K-Expenses (Public Entertainment)..... 5,685,170  
 (24) CAT-L-Expenses (Endorsement)..... 0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....48,860,951  
 (26) CAT-N-Expenses (All Other).....55,611  
 (27) Total Reportable Expenditures for Variety..... \$179,998,929  
 (28) Sporting Events.....\$4,558,988  
 (29) Ratings on Pack..... Yes ~~Yes~~ NO



## CIGARETTE REPORT FORM

(1)	Year Covered	1995-1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	King F SP ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack: ✓	20-25 ✓
(9)	Tar: 16 ✓ Nicotine: 1.1 CO: 14 ✓	15
(10)	Variety Units Sales:	636,472,375
(11)	Variety Dollar Sales:	\$34,765,593
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$36,254
(14)	CAT-B-Expenses (Magazines).....	307,172
(15)	CAT-C-Expenses (Outdoor).....	333,147
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	30,025
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	238,080
(20)	CAT-H-Expenses (Promotional Allowances) .....	1,469,376
(21)	CAT-I-Expenses (Samples) .....	1,788
(22)	CAT-J-Expenses (Items) .....	1,996,766
(23)	CAT-K-Expenses (Public Entertainment).....	200,056
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,719,370
(26)	CAT-N-Expenses (All Other).....	1,957
(27)	Total Reportable Expenditures for Variety.....	\$6,333,991
(28)	Sporting Events.....	\$160,426
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	King F SP MEN ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.1 ✓ CO: 14 ✓	
(10)	Variety Units Sales:	1,446,099,136
(11)	Variety Dollar Sales:	\$76,927,944
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$82,371
(14)	CAT-B-Expenses (Magazines).....	697,912
(15)	CAT-C-Expenses (Outdoor).....	756,927
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	68,218
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	540,930
(20)	CAT-H-Expenses (Promotional Allowances) .....	3,338,500
(21)	CAT-I-Expenses (Samples) .....	4,063
(22)	CAT-J-Expenses (Items).....	4,536,759
(23)	CAT-K-Expenses (Public Entertainment).....	454,537
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	3,906,501
(26)	CAT-N-Expenses (All Other).....	4,446
(27)	Total Reportable Expenditures for Variety .....	\$14,391,164
(28)	Sporting Events .....	\$364,497
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	100 F SP GOLD PKG ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 15/Nicotine: 1.1, 2 CO: 14 15	
(10)	Variety Units Sales:	4,647,870,964
(11)	Variety Dollar Sales:	\$253,665,649
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$264,745
(14)	CAT-B-Expenses (Magazines).....	2,243,140
(15)	CAT-C-Expenses (Outdoor).....	2,432,819
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	219,259
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	1,738,589
(20)	CAT-H-Expenses (Promotional Allowances).....	10,730,190
(21)	CAT-I-Expenses (Samples).....	13,059
(22)	CAT-J-Expenses (Items).....	14,581,485
(23)	CAT-K-Expenses (Public Entertainment).....	1,460,917
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	12,555,787
(26)	CAT-N-Expenses (All Other).....	14,290
(27)	Total Reportable Expenditures for Variety.....	\$46,254,280
(28)	Sporting Events.....	\$1,171,522
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name MARLBORO  
 (3) Descriptions: 100 F HP GOLD PKG ✓  
 (4) Product Length 99 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) H ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 15 ✓ Nicotine: 1.2 ✓ CO: 15 ✓  
 (10) Variety Units Sales: 6,800,786,447  
 (11) Variety Dollar Sales: \$371,421,734  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers)..... \$387,377  
 (14) CAT-B-Expenses (Magazines)..... 3,282,173  
 (15) CAT-C-Expenses (Outdoor)..... 3,559,712  
 (16) CAT-D-Expenses (Audio Visual)..... 0  
 (17) CAT-E-EXPENSES (Public Transport)..... 320,821  
 (18) CAT-F-Expenses (Direct Mail) ..... 0  
 (19) CAT-G-Expenses (Point of Sale)..... 2,543,912  
 (20) CAT-H-Expenses (Promotional Allowances) ..... 15,700,464  
 (21) CAT-I-Expenses (Samples) ..... 19,108  
 (22) CAT-J-Expenses (Items)..... 21,335,696  
 (23) CAT-K-Expenses (Public Entertainment)..... 2,137,620  
 (24) CAT-L-Expenses (Endorsement)..... 0  
 (25) CAT-M-Expenses (Retail Value & Coupon)..... 18,371,685  
 (26) CAT-N-Expenses (All Other)..... 20,910  
 (27) Total Reportable Expenditures for Variety ..... \$67,679,478  
 (28) Sporting Events..... \$1,714,176  
 (29) Ratings on Pack..... ~~YES~~ NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	100 F HP RED PKG ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	16 Tar: 15 Nicotine: 1.2 CO: 13.4	
(10)	Variety Units Sales:	139,023,600
(11)	Variety Dollar Sales:	\$7,604,197
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$7,919
(14)	CAT-B-Expenses (Magazines).....	67,095
(15)	CAT-C-Expenses (Outdoor).....	72,769
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	6,558
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	52,003
(20)	CAT-H-Expenses (Promotional Allowances) .....	320,953
(21)	CAT-I-Expenses (Samples) .....	391
(22)	CAT-J-Expenses (Items).....	436,150
(23)	CAT-K-Expenses (Public Entertainment).....	43,698
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	375,559
(26)	CAT-N-Expenses (All Other).....	427
(27)	Total Reportable Expenditures for Variety .....	\$1,383,522
(28)	Sporting Events.....	\$35,042
(29)	Ratings on Pack.....	Yes No

## CIGARETTE REPORT FORM

(1)	Year Covered	1995-1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	100 F SP RED PKG ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.2 ✓ CO: 15 ✓	
(10)	Variety Units Sales:	148,985,200
(11)	Variety Dollar Sales:	\$8,145,263
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$8,486
(14)	CAT-B-Expenses (Magazines).....	71,903
(15)	CAT-C-Expenses (Outdoor).....	77,983
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	7,028
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	55,730
(20)	CAT-H-Expenses (Promotional Allowances) .....	343,951
(21)	CAT-I-Expenses (Samples) .....	419
(22)	CAT-J-Expenses (Items).....	467,402
(23)	CAT-K-Expenses (Public Entertainment).....	46,829
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	402,470
(26)	CAT-N-Expenses (All Other).....	458
(27)	Total Reportable Expenditures for Variety .....	\$1,482,659
(28)	Sporting Events.....	\$37,553
(29)	Ratings on Pack.....	Yes <del>Yes</del> NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	King F SP LT ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N. or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 ✓ Nicotine: 0.8 ✓ CO: 11 ✓	
(10)	Variety Units Sales:	16,808,198,268
(11)	Variety Dollar Sales:	\$916,798,852
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$957,404
(14)	CAT-B-Expenses (Magazines).....	8,111,918
(15)	CAT-C-Expenses (Outdoor).....	8,797,857
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	792,912
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	6,287,299
(20)	CAT-H-Expenses (Promotional Allowances) .....	38,803,822
(21)	CAT-I-Expenses (Samples) .....	47,225
(22)	CAT-J-Expenses (Items).....	52,731,344
(23)	CAT-K-Expenses (Public Entertainment).....	5,283,146
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	45,405,768
(26)	CAT-N-Expenses (All Other).....	51,679
(27)	Total Reportable Expenditures for Variety .....	\$167,270,374
(28)	Sporting Events .....	\$4,236,601
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	King F SP LT ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 25 ✓
(9)	Tar: 10 ✓ Nicotine: 0.8 ✓	CO: H 12
(10)	Variety Units Sales:	403,805,800
(11)	Variety Dollar Sales:	\$22,060,474
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$23,001
(14)	CAT-B-Expenses (Magazines).....	194,883
(15)	CAT-C-Expenses (Outdoor).....	211,363
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	19,049
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	151,048
(20)	CAT-H-Expenses (Promotional Allowances) .....	932,236
(21)	CAT-I-Expenses (Samples) .....	1,135
(22)	CAT-J-Expenses (Items).....	1,266,836
(23)	CAT-K-Expenses (Public Entertainment).....	126,924
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,090,843
(26)	CAT-N-Expenses (All Other).....	1,242
(27)	Total Reportable Expenditures for Variety .....	\$4,018,560
(28)	Sporting Events.....	\$101,782
(29)	Ratings on Pack.....	Yes NO



## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	King F HP LT ✓
(4)	Product Length	83 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 ✓ Nicotine: 0.8 ✓ CO: 11 ✓	
(10)	Variety Units Sales:	31,910,754,771
(11)	Variety Dollar Sales:	\$1,733,000,037
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$1,817,655
(14)	CAT-B-Expenses (Magazines).....	15,400,664
(15)	CAT-C-Expenses (Outdoor).....	16,702,935
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	1,505,361
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	11,936,583
(20)	CAT-H-Expenses (Promotional Allowances).....	73,669,957
(21)	CAT-I-Expenses (Samples).....	89,658
(22)	CAT-J-Expenses (Items).....	100,111,682
(23)	CAT-K-Expenses (Public Entertainment).....	10,030,175
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	86,203,905
(26)	CAT-N-Expenses (All Other).....	98,113
(27)	Total Reportable Expenditures for Variety.....	\$317,566,688
(28)	Sporting Events.....	\$8,043,285
(29)	Ratings on Pack.....	<del>Yes</del> NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	100 F SP LT ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 / Nicotine: 0.8 / CO: 12 ✓	
(10)	Variety Units Sales:	7,298,789,211
(11)	Variety Dollar Sales:	\$398,133,067
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$415,743
(14)	CAT-B-Expenses (Magazines).....	3,522,518
(15)	CAT-C-Expenses (Outdoor).....	3,820,380
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	344,314
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	2,730,196
(20)	CAT-H-Expenses (Promotional Allowances).....	16,850,165
(21)	CAT-I-Expenses (Samples).....	20,507
(22)	CAT-J-Expenses (Items).....	22,898,050
(23)	CAT-K-Expenses (Public Entertainment).....	2,294,152
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	19,716,993
(26)	CAT-N-Expenses (All Other).....	22,441
(27)	Total Reportable Expenditures for Variety.....	\$72,635,459
(28)	Sporting Events.....	\$1,839,701
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	100 F HP LT ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N. or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 ✓ Nicotine: 0.8 ✓ CO: 12 ✓	
(10)	Variety Units Sales:	9,806,795,190
(11)	Variety Dollar Sales:	\$529,434,248
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$558,601
(14)	CAT-B-Expenses (Magazines).....	4,732,923
(15)	CAT-C-Expenses (Outdoor).....	5,133,137
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	462,627
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	3,668,344
(20)	CAT-H-Expenses (Promotional Allowances) .....	22,640,210
(21)	CAT-I-Expenses (Samples) .....	27,554
(22)	CAT-J-Expenses (Items).....	30,766,266
(23)	CAT-K-Expenses (Public Entertainment).....	3,082,468
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	26,492,136
(26)	CAT-N-Expenses (All Other).....	30,152
(27)	Total Reportable Expenditures for Variety.....	\$97,594,418
(28)	Sporting Events.....	\$2,471,858
(29)	Ratings on Pack.....	<del>Yes</del> NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	100 F HP LT MEN ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 9 ✓ Nicotine: 0.7 ✓ CO: 11 ✓	
(10)	Variety Units Sales:	1,221,331,424
(11)	Variety Dollar Sales:	\$66,770,322
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$69,568
(14)	CAT-B-Expenses (Magazines).....	589,435
(15)	CAT-C-Expenses (Outdoor).....	639,277
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	57,615
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	456,853
(20)	CAT-H-Expenses (Promotional Allowances) .....	2,819,596
(21)	CAT-I-Expenses (Samples) .....	3,432
(22)	CAT-J-Expenses (Items).....	3,831,609
(23)	CAT-K-Expenses (Public Entertainment).....	383,888
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	3,299,312
(26)	CAT-N-Expenses (All Other).....	3,755
(27)	Total Reportable Expenditures for Variety .....	\$12,154,340
(28)	Sporting Events.....	\$307,843
(29)	Ratings on Pack.....	Yes No

## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name MARLBORO  
 (3) Descriptions: King F HP LT MEN ✓  
 (4) Product Length 83 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) H ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) 10 Tar: 9.7 Nicotine: 0.7 CO: 10 ✓  
 (10) Variety Units Sales: 1,726,487,633  
 (11) Variety Dollar Sales: \$94,346,539  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$98,342  
 (14) CAT-B-Expenses (Magazines).....833,232  
 (15) CAT-C-Expenses (Outdoor).....903,689  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....81,445  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....645,812  
 (20) CAT-H-Expenses (Promotional Allowances) .....3,985,812  
 (21) CAT-I-Expenses (Samples) .....4,851  
 (22) CAT-J-Expenses (Items).....5,416,405  
 (23) CAT-K-Expenses (Public Entertainment).....542,669  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....4,663,944  
 (26) CAT-N-Expenses (All Other).....5,308  
 (27) Total Reportable Expenditures for Variety.....\$17,181,509  
 (28) Sporting Events.....\$435,171  
 (29) Ratings on Pack.....Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	King F HP ULTRA-LT ✓
(4)	Product Length	83 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 6 ✓ Nicotine: 0.5 ✓ CO: 7 ✓	
(10)	Variety Units Sales:	358,598,200
(11)	Variety Dollar Sales:	\$19,623,122
(12)	Last Date Sold: N/A	

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$20,426
(14)	CAT-B-Expenses (Magazines).....	173,065
(15)	CAT-C-Expenses (Outdoor).....	187,700
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	16,917
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	134,138
(20)	CAT-H-Expenses (Promotional Allowances) .....	827,869
(21)	CAT-I-Expenses (Samples) .....	1,008
(22)	CAT-J-Expenses (Items).....	1,125,008
(23)	CAT-K-Expenses (Public Entertainment).....	112,714
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	968,719
(26)	CAT-N-Expenses (All Other).....	1,103
(27)	Total Reportable Expenditures for Variety .....	\$3,568,667
(28)	Sporting Events.....	\$90,387
(29)	Ratings on Pack.....	<del>YES</del> NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995- 1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	100 F HP ULTRA-LT ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 5 ✓ Nicotine: 0.5 ✓ CO: 8	
(10)	Variety Units Sales:	262,855,200
(11)	Variety Dollar Sales:	\$14,380,891
(12)	Last Date Sold: N/A	

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$14,972
(14)	CAT-B-Expenses (Magazines).....	126,858
(15)	CAT-C-Expenses (Outdoor).....	137,585
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	12,400
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	98,324
(20)	CAT-H-Expenses (Promotional Allowances).....	606,834
(21)	CAT-I-Expenses (Samples).....	739
(22)	CAT-J-Expenses (Items).....	824,640
(23)	CAT-K-Expenses (Public Entertainment).....	82,621
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	710,079
(26)	CAT-N-Expenses (All Other).....	808
(27)	Total Reportable Expenditures for Variety.....	\$2,615,860
(28)	Sporting Events.....	\$66,254
(29)	Ratings on Pack.....	Yes/NO

## CIGARETTE REPORT FORM

(1) Year Covered 1995-1996  
 (2) Brand Family Name MARLBORO  
 (3) Descriptions: King F HP MEN ✓  
 (4) Product Length 83 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) H ✓  
 (7) Flavor (M,N. or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) 16 Tar: 1.1 Nicotine: 1.1 CO: 14 ✓  
 (10) Variety Units Sales: 316,976,264  
 (11) Variety Dollar Sales: \$17,338,761  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$18,055  
 (14) CAT-B-Expenses (Magazines).....152,978  
 (15) CAT-C-Expenses (Outdoor).....165,914  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....14,953  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....118,569  
 (20) CAT-H-Expenses (Promotional Allowances) .....731,779  
 (21) CAT-I-Expenses (Samples) .....891  
 (22) CAT-J-Expenses (Items).....994,430  
 (23) CAT-K-Expenses (Public Entertainment).....99,632  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....856,282  
 (26) CAT-N-Expenses (All Other).....975  
 (27) Total Reportable Expenditures for Variety.....\$3,154,458  
 (28) Sporting Events.....\$79,896  
 (29) Ratings on Pack.....~~Yes~~ No



## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	King F HP MEDIUM✓
(4)	Product Length	83✓
(5)	Filter (F or N)	F✓
(6)	Pack (H or S)	H✓
(7)	Flavor (M,N, or O)	N✓
(8)	Num Per Pack:	20✓
(9)	Tar: 11✓Nicotine: 0.8✓ CO: 12 11	
(10)	Variety Units Sales:	3,712,862,720
(11)	Variety Dollar Sales:	\$199,188,039
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$211,487
(14)	CAT-B-Expenses (Magazines).....	1,791,890
(15)	CAT-C-Expenses (Outdoor).....	1,943,411
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	175,151
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	1,388,839
(20)	CAT-H-Expenses (Promotional Allowances).....	8,571,607
(21)	CAT-I-Expenses (Samples).....	10,432
(22)	CAT-J-Expenses (Items).....	11,648,140
(23)	CAT-K-Expenses (Public Entertainment).....	1,167,025
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	10,029,950
(26)	CAT-N-Expenses (All Other).....	11,416
(27)	Total Reportable Expenditures for Variety.....	\$36,949,348
(28)	Sporting Events.....	\$935,848
(29)	Ratings on Pack.....	Yes/NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995-1996
(2)	Brand Family Name	MARLBORO
(3)	Descriptions:	King F SP MEDIUM ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 12 ✓ Nicotine: 0.9 ✓	CO: 12.13
(10)	Variety Units Sales:	1,617,972,420
(11)	Variety Dollar Sales:	\$88,160,350
(12)	Last Date Sold:	N/A

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$92,162
(14)	CAT-B-Expenses (Magazines).....	780,860
(15)	CAT-C-Expenses (Outdoor).....	846,890
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	76,326
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	605,221
(20)	CAT-H-Expenses (Promotional Allowances) .....	3,735,292
(21)	CAT-I-Expenses (Samples) .....	4,547
(22)	CAT-J-Expenses (Items).....	5,075,967
(23)	CAT-K-Expenses (Public Entertainment).....	508,559
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,370,801
(26)	CAT-N-Expenses (All Other).....	4,977
(27)	Total Reportable Expenditures for Variety .....	\$16,101,602
(28)	Sporting Events.....	\$407,819
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MERIT
(3)	Descriptions:	King F SP ULTIMA ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 1 ✓ Nicotine: 0.1 ✓ CO: 3 ✓	
(10)	Variety Units Sales:	282,323,000
(11)	Variety Dollar Sales:	\$15,418,220
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$21,953
(14)	CAT-B-Expenses (Magazines).....	440,803
(15)	CAT-C-Expenses (Outdoor).....	193,445
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	32,059
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	99,291
(20)	CAT-H-Expenses (Promotional Allowances) .....	644,452
(21)	CAT-I-Expenses (Samples) .....	1,167
(22)	CAT-J-Expenses (Items).....	501,175
(23)	CAT-K-Expenses (Public Entertainment).....	25,561
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	731,082
(26)	CAT-N-Expenses (All Other).....	1,925
(27)	Total Reportable Expenditures for Variety.....	\$2,692,913
(28)	Sporting Events.....	\$41,454
(29)	Ratings on Pack.....	Yes ✓

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MERIT
(3)	Descriptions:	100 F SP ULTIMA ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 2 ✓ Nicotine: 0.2 ✓ CO: 4 ✓	
(10)	Variety Units Sales:	306,931,600
(11)	Variety Dollar Sales:	\$16,760,690
(12)	Last Date Sold: N/A	

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	523.867
(14)	CAT-B-Expenses (Magazines).....	479.226
(15)	CAT-C-Expenses (Outdoor).....	210.306
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	34.853
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	107.946
(20)	CAT-H-Expenses (Promotional Allowances).....	700.626
(21)	CAT-I-Expenses (Samples).....	1.268
(22)	CAT-J-Expenses (Items).....	544.859
(23)	CAT-K-Expenses (Public Entertainment).....	27.789
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	794.807
(26)	CAT-N-Expenses (All Other).....	2.092
(27)	Total Reportable Expenditures for Variety.....	\$2,927,639
(28)	Sporting Events.....	\$45.068
(29)	Ratings on Pack.....	Yes ✓

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 19 96
(2)	Brand Family Name	MERIT
(3)	Descriptions:	100 F HP ULTIMA ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 2 ✓ Nicotine: 0.2 ✓ CO: 4 ✓	
(10)	Variety Units Sales:	218,239,000
(11)	Variety Dollar Sales:	\$11,924,106
(12)	Last Date Sold: N/A	

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$16,970
(14)	CAT-B-Expenses (Magazines).....	340,746
(15)	CAT-C-Expenses (Outdoor).....	149,535
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	24,782
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	76,753
(20)	CAT-H-Expenses (Promotional Allowances) .....	498,169
(21)	CAT-I-Expenses (Samples) .....	902
(22)	CAT-J-Expenses (Items).....	387,414
(23)	CAT-K-Expenses (Public Entertainment).....	19,759
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	565,135
(26)	CAT-N-Expenses (All Other).....	1,488
(27)	Total Reportable Expenditures for Variety .....	\$2,081,653
(28)	Sporting Events.....	\$32,045
(29)	Ratings on Pack.....	Yes ✓

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MERIT
(3)	Descriptions:	King F HP ULTIMA ✓
(4)	Product Length	83 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 1 ✓ Nicotine: 0.1 ✓ CO: 2 ✓ 3	
(10)	Variety Units Sales:	223,114,720
(11)	Variety Dollar Sales:	\$12,106,676
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$17,349
(14)	CAT-B-Expenses (Magazines).....	348,359
(15)	CAT-C-Expenses (Outdoor).....	152,876
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	25,336
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	78,468
(20)	CAT-H-Expenses (Promotional Allowances).....	509,299
(21)	CAT-I-Expenses (Samples).....	922
(22)	CAT-J-Expenses (Items).....	396,069
(23)	CAT-K-Expenses (Public Entertainment).....	20,201
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	577,761
(26)	CAT-N-Expenses (All Other).....	1,521
(27)	Total Reportable Expenditures for Variety.....	\$2,128,161
(28)	Sporting Events.....	\$32,761
(29)	Ratings on Pack.....	Yes ✓

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MERIT
(3)	Descriptions:	King F SP ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 7 ✓ Nicotine: 0.6 ✓ CO: 9 ✓	
(10)	Variety Units Sales:	1,684,859,380
(11)	Variety Dollar Sales:	\$91,465,584
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$131,014
(14)	CAT-B-Expenses (Magazines).....	2,630,646
(15)	CAT-C-Expenses (Outdoor).....	1,154,449
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	191,322
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	592,554
(20)	CAT-H-Expenses (Promotional Allowances) .....	3,845,989
(21)	CAT-I-Expenses (Samples) .....	6,963
(22)	CAT-J-Expenses (Items).....	2,990,932
(23)	CAT-K-Expenses (Public Entertainment) .....	152,546
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,362,983
(26)	CAT-N-Expenses (All Other).....	11,486
(27)	Total Reportable Expenditures for Variety .....	\$16,070,884
(28)	Sporting Events .....	\$247,394
(29)	Ratings on Pack.....	Yes ✓

## CIGARETTE REPORT FORM

(1)	Year Covered	1995-1996
(2)	Brand Family Name	MERIT
(3)	Descriptions:	King F SP MEN ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 7 ✓ Nicotine: 0.6 ✓ CO: 9 ✓	
(10)	Variety Units Sales:	297,173,400
(11)	Variety Dollar Sales:	\$16,235,301
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$23,108
(14)	CAT-B-Expenses (Magazines).....	463,990
(15)	CAT-C-Expenses (Outdoor).....	203,620
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	33,745
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	104,514
(20)	CAT-H-Expenses (Promotional Allowances).....	678,351
(21)	CAT-I-Expenses (Samples).....	1,228
(22)	CAT-J-Expenses (Items).....	527,537
(23)	CAT-K-Expenses (Public Entertainment).....	26,906
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	769,538
(26)	CAT-N-Expenses (All Other).....	2,026
(27)	Total Reportable Expenditures for Variety.....	\$2,834,563
(28)	Sporting Events.....	\$43,635
(29)	Ratings on Pack.....	Yes ✓



## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MERIT
(3)	Descriptions:	100 F SP ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 9 ✓ Nicotine: 0.7 0.8 CO: 11 ✓	
(10)	Variety Units Sales:	1,524,905,356
(11)	Variety Dollar Sales:	\$82,817,820
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$118,576
(14)	CAT-B-Expenses (Magazines).....	2,380,902
(15)	CAT-C-Expenses (Outdoor).....	1,044,850
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	173,159
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	536,299
(20)	CAT-H-Expenses (Promotional Allowances) .....	3,480,866
(21)	CAT-I-Expenses (Samples) .....	6,302
(22)	CAT-J-Expenses (Items).....	2,706,985
(23)	CAT-K-Expenses (Public Entertainment).....	138,064
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	3,948,779
(26)	CAT-N-Expenses (All Other).....	10,395
(27)	Total Reportable Expenditures for Variety .....	\$14,545,177
(28)	Sporting Events .....	\$223,907
(29)	Ratings on Pack.....	Yes ✓

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MERIT
(3)	Descriptions:	100 F SP MEN ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M, N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 9 ✓ Nicotine: 0.7 0.8 CO: 10 ✓	
(10)	Variety Units Sales:	270,383,400
(11)	Variety Dollar Sales:	\$14,769,808
(12)	Last Date Sold:	N/A

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$21,025
(14)	CAT-B-Expenses (Magazines).....	422,162
(15)	CAT-C-Expenses (Outdoor).....	185,264
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	30,703
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	95,092
(20)	CAT-H-Expenses (Promotional Allowances) .....	617,198
(21)	CAT-I-Expenses (Samples) .....	1,117
(22)	CAT-J-Expenses (Items).....	479,980
(23)	CAT-K-Expenses (Public Entertainment).....	24,480
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	700,164
(26)	CAT-N-Expenses (All Other).....	1,843
(27)	Total Reportable Expenditures for Variety .....	\$2,579,028
(28)	Sporting Events .....	\$39,701
(29)	Ratings on Pack.....	Yes ✓

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MERIT
(3)	Descriptions:	King F HP ✓
(4)	Product Length	83 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 7 ✓ Nicotine: 0.6 ✓ CO: 9 ✓	
(10)	Variety Units Sales:	853,612,000
(11)	Variety Dollar Sales:	\$46,265,554
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$66,377
(14)	CAT-B-Expenses (Magazines).....	1,332,782
(15)	CAT-C-Expenses (Outdoor).....	584,886
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	96,931
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	300,210
(20)	CAT-H-Expenses (Promotional Allowances) .....	1,948,520
(21)	CAT-I-Expenses (Samples) .....	3,528
(22)	CAT-J-Expenses (Items).....	1,515,317
(23)	CAT-K-Expenses (Public Entertainment).....	77,285
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,210,449
(26)	CAT-N-Expenses (All Other).....	5,819
(27)	Total Reportable Expenditures for Variety.....	\$8,142,104
(28)	Sporting Events.....	\$125,339
(29)	Ratings on Pack.....	Yes ✓

## CIGARETTE REPORT FORM

(1)	Year Covered	1995- 1996
(2)	Brand Family Name	MERIT
(3)	Descriptions:	King F SP ULTRA-LT ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 4 ✓ Nicotine: 0.4 ✓ CO: 8 ✓ 6	
(10)	Variety Units Sales:	1,771,232,099
(11)	Variety Dollar Sales:	\$96,320,812
(12)	Last Date Sold:	N/A

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$137,731
(14)	CAT-B-Expenses (Magazines).....	2,765,503
(15)	CAT-C-Expenses (Outdoor).....	1,213,630
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	201,130
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	622,931
(20)	CAT-H-Expenses (Promotional Allowances) .....	4,043,150
(21)	CAT-I-Expenses (Samples) .....	7,320
(22)	CAT-J-Expenses (Items).....	3,144,260
(23)	CAT-K-Expenses (Public Entertainment).....	160,366
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,586,648
(26)	CAT-N-Expenses (All Other).....	12,075
(27)	Total Reportable Expenditures for Variety .....	\$16,894,744
(28)	Sporting Events .....	\$260,076
(29)	Ratings on Pack.....	Yes ✓

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MERIT
(3)	Descriptions:	100 F SP ULTRA-LT ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: <del>8</del> 5 Nicotine: 0.5 ✓ CO: 7 ✓	
(10)	Variety Units Sales:	1,475,208,200
(11)	Variety Dollar Sales:	\$79,986.451
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$114,712
(14)	CAT-B-Expenses (Magazines).....	2,303,308
(15)	CAT-C-Expenses (Outdoor).....	1,010,798
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	167,516
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	518,821
(20)	CAT-H-Expenses (Promotional Allowances) .....	3,367,423
(21)	CAT-I-Expenses (Samples) .....	6,097
(22)	CAT-J-Expenses (Items).....	2,618,763
(23)	CAT-K-Expenses (Public Entertainment).....	133,564
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	3,820,087
(26)	CAT-N-Expenses (All Other).....	10,057
(27)	Total Reportable Expenditures for Variety .....	\$14,071,146
(28)	Sporting Events .....	\$216,610
(29)	Ratings on Pack.....	Yes ✓

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	MERIT
(3)	Descriptions:	King F SP ULTRA-LT MEN ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 4 ✓ Nicotine: 0.4 ✓ CO: 5 ✓	
(10)	Variety Units Sales:	511,851,580
(11)	Variety Dollar Sales:	\$27,968,557
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$39,802
(14)	CAT-B-Expenses (Magazines).....	799,177
(15)	CAT-C-Expenses (Outdoor).....	350,716
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	58,123
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	180,015
(20)	CAT-H-Expenses (Promotional Allowances) .....	1,168,392
(21)	CAT-I-Expenses (Samples) .....	2,115
(22)	CAT-J-Expenses (Items).....	908,630
(23)	CAT-K-Expenses (Public Entertainment).....	46,343
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,325,452
(26)	CAT-N-Expenses (All Other).....	3,489
(27)	Total Reportable Expenditures for Variety .....	\$4,882,254
(28)	Sporting Events.....	\$75,157
(29)	Ratings on Pack.....	Yes ✓

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	MERIT
(3)	Descriptions:	100 F SP ULTRA-LT MEN ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 5 ✓ Nicotine: 0.5 ✓ CO: 7 ✓	
(10)	Variety Units Sales:	451,964,200
(11)	Variety Dollar Sales:	\$24,696,202
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$35,145
(14)	CAT-B-Expenses (Magazines).....	705,672
(15)	CAT-C-Expenses (Outdoor).....	309,681
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	51,322
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	158,953
(20)	CAT-H-Expenses (Promotional Allowances).....	1,031,688
(21)	CAT-I-Expenses (Samples).....	1,868
(22)	CAT-J-Expenses (Items).....	802,319
(23)	CAT-K-Expenses (Public Entertainment).....	40,920
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,170,372
(26)	CAT-N-Expenses (All Other).....	3,081
(27)	Total Reportable Expenditures for Variety.....	\$4,311,021
(28)	Sporting Events.....	\$66,363
(29)	Ratings on Pack.....	Yes ✓

# CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	MERIT
(3)	Descriptions:	Reg F HP ULTRA-LT ✓
(4)	Product Length	83 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 5 ✓ Nicotine: 0.4 0.5 CO: 6 ✓	
(10)	Variety Units Sales:	1,060,009,200
(11)	Variety Dollar Sales:	\$57,840,845
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$82,426
(14)	CAT-B-Expenses (Magazines).....	1,655,039
(15)	CAT-C-Expenses (Outdoor).....	726,308
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	120,368
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	372,798
(20)	CAT-H-Expenses (Promotional Allowances) .....	2,419,658
(21)	CAT-I-Expenses (Samples) .....	4,381
(22)	CAT-J-Expenses (Items).....	1,881,709
(23)	CAT-K-Expenses (Public Entertainment).....	95,972
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,744,919
(26)	CAT-N-Expenses (All Other).....	7,226
(27)	Total Reportable Expenditures for Variety.....	\$10,110,804
(28)	Sporting Events.....	\$155,645
(29)	Ratings on Pack.....	Yes ✓



## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	MERIT
(3)	Descriptions:	100 F HP ULTRA-LT ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 5 ✓ Nicotine: 0.5 ✓ CO: 8 ✓ 7	
(10)	Variety Units Sales:	531,280,800
(11)	Variety Dollar Sales:	\$29,041,352
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$41,311
(14)	CAT-B-Expenses (Magazines).....	829,511
(15)	CAT-C-Expenses (Outdoor).....	364,029
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	60,330
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	186,847
(20)	CAT-H-Expenses (Promotional Allowances).....	1,212,741
(21)	CAT-I-Expenses (Samples).....	2,196
(22)	CAT-J-Expenses (Items).....	943,121
(23)	CAT-K-Expenses (Public Entertainment).....	48,104
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,375,763
(26)	CAT-N-Expenses (All Other).....	3,622
(27)	Total Reportable Expenditures for Variety.....	\$5,067,577
(28)	Sporting Events.....	\$78,010
(29)	Ratings on Pack.....	Yes ✓

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	PARLIAMENT
(3)	Descriptions:	King F HP LT ✓
(4)	Product Length	79 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: <del>8.9</del> 0.6 Nicotine: <del>0.6</del> 0.1 CO: <del>10</del>	
(10)	Variety Units Sales:	1,630,547,400
(11)	Variety Dollar Sales:	\$88,832,238
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$6,426
(14)	CAT-B-Expenses (Magazines).....	3,097,745
(15)	CAT-C-Expenses (Outdoor).....	2,595,432
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	1,182,798
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	1,018,876
(20)	CAT-H-Expenses (Promotional Allowances) .....	3,685,823
(21)	CAT-I-Expenses (Samples) .....	131,826
(22)	CAT-J-Expenses (Items).....	1,066,613
(23)	CAT-K-Expenses (Public Entertainment).....	993,310
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,025,051
(26)	CAT-N-Expenses (All Other).....	9,968
(27)	Total Reportable Expenditures for Variety .....	\$15,813,868
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>Yes</del> NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	PARLIAMENT
(3)	Descriptions:	King F SP LT✓
(4)	Product Length	84✓
(5)	Filter (F or N)	F✓
(6)	Pack (H or S)	S✓
(7)	Flavor (M,N, or O)	N✓
(8)	Num Per Pack:	20✓
(9)	Tar: 8✓ Nicotine: 0.7✓ CO: 9✓	
(10)	Variety Units Sales:	485,186,600
(11)	Variety Dollar Sales:	\$26,453,380
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$1,912
(14)	CAT-B-Expenses (Magazines).....	921,767
(15)	CAT-C-Expenses (Outdoor).....	772,298
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	351,954
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	303,177
(20)	CAT-H-Expenses (Promotional Allowances).....	1,096,755
(21)	CAT-I-Expenses (Samples).....	39,226
(22)	CAT-J-Expenses (Items).....	317,382
(23)	CAT-K-Expenses (Public Entertainment).....	295,570
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	602,575
(26)	CAT-N-Expenses (All Other).....	2,966
(27)	Total Reportable Expenditures for Variety.....	\$4,705,582
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	PARLIAMENT
(3)	Descriptions:	100 F SP LT ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	12 Tar: <del>11</del> 1.0 Nicotine: <del>0.9</del> 1.0 CO: <del>12</del> 13	
(10)	Variety Units Sales:	1,263,736,000
(11)	Variety Dollar Sales:	\$68,949,885
(12)	Last Date Sold:	N/A

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$4,980
(14)	CAT-B-Expenses (Magazines).....	2,400,870
(15)	CAT-C-Expenses (Outdoor).....	2,011,558
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	916,713
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	789,667
(20)	CAT-H-Expenses (Promotional Allowances) .....	2,856,652
(21)	CAT-I-Expenses (Samples) .....	102,170
(22)	CAT-J-Expenses (Items).....	826,666
(23)	CAT-K-Expenses (Public Entertainment).....	769,853
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,569,491
(26)	CAT-N-Expenses (All Other).....	7,725
(27)	Total Reportable Expenditures for Variety .....	\$12,256,345
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	Yes <del>No</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	PLAYERS
(3)	Descriptions:	Reg NF HP ✓
(4)	Product Length	70 ✓
(5)	Filter (F or N)	N ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	24 Tar: 23 Nicotine: 1.1 CO: 13 14	
(10)	Variety Units Sales:	5,415,800
(11)	Variety Dollar Sales:	\$461,742
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	15
(20)	CAT-H-Expenses (Promotional Allowances) .....	12,200
(21)	CAT-I-Expenses (Samples) .....	0
(22)	CAT-J-Expenses (Items).....	3,815
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	530
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$16,560
(28)	Sporting Events .....	50
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	PLAYERS
(3)	Descriptions:	King F HP ✓
(4)	Product Length	83 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11✓ Nicotine: 0.9 CO: 11	
(10)	Variety Units Sales:	29,882,780
(11)	Variety Dollar Sales:	\$1,633,211
(12)	Last Date Sold:	N/A

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	85
(20)	CAT-H-Expenses (Promotional Allowances) .....	67,316
(21)	CAT-I-Expenses (Samples) .....	(3)
(22)	CAT-J-Expenses (Items).....	21,049
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,923
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$91,370
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes NO

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	PLAYERS
(3)	Descriptions:	King F HP MEN ✓
(4)	Product Length	83 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11✓Nicotine: 0.8✓ CO: 10	
(10)	Variety Units Sales:	23,693,800
(11)	Variety Dollar Sales:	\$1,294,923
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	50
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	67
(20)	CAT-H-Expenses (Promotional Allowances).....	53,374
(21)	CAT-I-Expenses (Samples).....	(2)
(22)	CAT-J-Expenses (Items).....	16,690
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,318
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$72,447
(28)	Sporting Events.....	50
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	PLAYERS
(3)	Descriptions:	100 F HP ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 13 ✓ Nicotine: 1.0 ✓ CO: 13 ✓	
(10)	Variety Units Sales:	26,556,400
(11)	Variety Dollar Sales:	\$1,451,298
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	.75
(20)	CAT-H-Expenses (Promotional Allowances) .....	59,822
(21)	CAT-I-Expenses (Samples) .....	(2)
(22)	CAT-J-Expenses (Items).....	18,706
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,598
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$81,199
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes / NO



## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name PLAYERS  
 (3) Descriptions: 100 F HP MEN ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) H ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 13 ✓ Nicotine: 0.9 1.0 CO: 13 ✓  
 (10) Variety Units Sales: 18,497,400  
 (11) Variety Dollar Sales: \$1,010,815  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....52  
 (20) CAT-H-Expenses (Promotional Allowances) .....41,668  
 (21) CAT-I-Expenses (Samples) .....(2)  
 (22) CAT-J-Expenses (Items).....13,029  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....1,809  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$56,556  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....yes NO

## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name PLAYERS  
 (3) Descriptions: King F SP LT ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 25  
 (9) 10 Tar: ✓ Nicotine: 0.7 ✓ CO: 12  
 (10) Variety Units Sales: 12,156,950  
 (11) Variety Dollar Sales: \$481,922  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....34  
 (20) CAT-H-Expenses (Promotional Allowances) .....27,385  
 (21) CAT-I-Expenses (Samples) .....(1)  
 (22) CAT-J-Expenses (Items).....8,563  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....1,189  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$37,170  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~Yes~~ NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	PLAYERS
(3)	Descriptions:	King F SP LT MEN ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M.N. or O)	M ✓
(8)	Num Per Pack:	20 25 ✓
(9)	Tar: 10 / Nicotine: 0.7 ✓ CO: 12 ✓	
(10)	Variety Units Sales:	6,064,250
(11)	Variety Dollar Sales:	\$239,066
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	17
(20)	CAT-H-Expenses (Promotional Allowances) .....	13,661
(21)	CAT-I-Expenses (Samples) .....	(1)
(22)	CAT-J-Expenses (Items).....	4,272
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	593
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$18,542
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes / NO

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	PLAYERS
(3)	Descriptions:	100 F SP LT ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 25
(9)	Tar: 10 ✓ Nicotine: 0.7 ✓ CO: 14	
(10)	Variety Units Sales:	82,468,025
(11)	Variety Dollar Sales:	\$3,267,429
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	233
(20)	CAT-H-Expenses (Promotional Allowances) .....	185,772
(21)	CAT-I-Expenses (Samples) .....	(7)
(22)	CAT-J-Expenses (Items).....	58,090
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	8,066
(26)	CAT-N-Expenses (All Other).....	1
(27)	Total Reportable Expenditures for Variety .....	\$252,155
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	PLAYERS
(3)	Descriptions:	100 F SP LT MEN ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 25
(9)	Tar: 10 ✓ Nicotine: 0.7 ✓ CO: 12 13	
(10)	Variety Units Sales:	49,967,250
(11)	Variety Dollar Sales:	\$1,982,391
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	141
(20)	CAT-H-Expenses (Promotional Allowances) .....	112,559
(21)	CAT-I-Expenses (Samples) .....	(4)
(22)	CAT-J-Expenses (Items).....	35,197
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,887
(26)	CAT-N-Expenses (All Other).....	1
(27)	Total Reportable Expenditures for Variety .....	\$152,781
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	Yes NO

CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	ROTHMANS
(3)	Descriptions:	King F HP
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M,N. or O)	N
(8)	Num Per Pack:	20 25
(9)	Tar: 16    Nicotine: 1.2    CO: N/A	
(10)	Variety Units Sales:	760,200
(11)	Variety Dollar Sales:	\$56,927
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	0
(21)	CAT-I-Expenses (Samples) .....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	0
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$0
(28)	Sporting Events.....	\$0 OIC
(29)	Ratings on Pack.....	Yes <del>Yes</del>

*Form not updated.*

CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	ROTHMANS
(3)	Descriptions:	King F HP SPEC-MLD
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M,N. or O)	N
(8)	Num Per Pack:	20 25
(9)	Tar: 13 Nicotine: 1.1 CO: N/A	
(10)	Variety Units Sales:	271,000
(11)	Variety Dollar Sales:	\$20,231
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	0
(21)	CAT-I-Expenses (Samples) .....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	0
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$0
(28)	Sporting Events.....	\$0 OK
(29)	Ratings on Pack.....	yes <del>no</del>

*Form not updated*

CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	ROTHMANS
(3)	Descriptions:	King F HP EXTRA-LT
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20 25
(9)	Tar: 10    Nicotine: 1.1    CO: N/A	
(10)	Variety Units Sales:	40,000
(11)	Variety Dollar Sales:	\$2,985
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances).....	0
(21)	CAT-I-Expenses (Samples).....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	0
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$0
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>OK</del>

*Form not updated.*



## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	ROTHMANS
(3)	Descriptions:	King F HP
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M,N. or O)	N
(8)	Num Per Pack:	20 ✓
(9)	Tar: 15    Nicotine: 1.3    CO: 15	
(10)	Variety Units Sales:	53,356,596
(11)	Variety Dollar Sales:	\$3,983,538
(12)	Last Date Sold: N/A	

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances).....	0
(21)	CAT-I-Expenses (Samples).....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	0
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$0
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes

*Form not updated.*

CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	ROTHMANS
(3)	Descriptions:	King F HP SPEC-MLD
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	H
(7)	Flavor (M,N. or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 13    Nicotine: 1.2    CO: 12	
(10)	Variety Units Sales:	21,366,200
(11)	Variety Dollar Sales:	\$1,596,470
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	0
(21)	CAT-I-Expenses (Samples) .....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment) .....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	0
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$0
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes

*Form not updated.*

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 <i>1996</i>
(2)	Brand Family Name	PM INTERNATIONAL
(3)	Descriptions:	100 F HP INTL ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: <del>15</del> <i>16</i> Nicotine: <del>1.1</del> <i>1.2</i> CO: <del>1.1</del> <i>1.4</i>	
(10)	Variety Units Sales:	11,424,000
(11)	Variety Dollar Sales:	\$623,979
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	0
(20)	CAT-H-Expenses (Promotional Allowances) .....	0
(21)	CAT-I-Expenses (Samples) .....	0
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	0
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$0
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	Yes <i>NO</i>

## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name PM INTERNATIONAL  
 (3) Descriptions: 100 F HP MEN INTL ✓  
 (4) Product Length 99 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) H ✓  
 (7) Flavor (M.N. or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) 15 Tar: 14 Nicotine: 1.1 CO: 14  
 (10) Variety Units Sales: 907,400  
 (11) Variety Dollar Sales: \$49,536  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....0  
 (20) CAT-H-Expenses (Promotional Allowances) .....0  
 (21) CAT-I-Expenses (Samples) .....0  
 (22) CAT-J-Expenses (Items).....0  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....0  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$0  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~Yes~~ No

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	SARATOGA
(3)	Descriptions:	120 F HP ✓
(4)	Product Length	120 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 14 ✓ Nicotine: 1.1 ✓ CO: 14 ✓	
(10)	Variety Units Sales:	344,343,000
(11)	Variety Dollar Sales:	\$18,812,726
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	2,684
(20)	CAT-H-Expenses (Promotional Allowances) .....	789,299
(21)	CAT-I-Expenses (Samples) .....	27
(22)	CAT-J-Expenses (Items).....	565,942
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	766
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$1,358,718
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	SARATOGA
(3)	Descriptions:	120 F HP MEN ✓
(4)	Product Length	120 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 14, Nicotine: 1.1 ✓ CO: 14 ✓	
(10)	Variety Units Sales:	161,670,200
(11)	Variety Dollar Sales:	\$8,831,401
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	1,260
(20)	CAT-H-Expenses (Promotional Allowances) .....	370,579
(21)	CAT-I-Expenses (Samples) .....	12
(22)	CAT-J-Expenses (Items).....	265,711
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	360
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$637,922
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	VIRGINIA SLIMS
(3)	Descriptions:	100 F SP SLIM ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	14 Tar: 15 Nicotine: 1.1 ✓ CO: 13 ✓	
(10)	Variety Units Sales:	1,533,892,602
(11)	Variety Dollar Sales:	\$83,103,853
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$167,556
(14)	CAT-B-Expenses (Magazines).....	2,645,570
(15)	CAT-C-Expenses (Outdoor).....	1,384,504
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	295,310
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	364,836
(20)	CAT-H-Expenses (Promotional Allowances) .....	3,548,569
(21)	CAT-I-Expenses (Samples) .....	12,764
(22)	CAT-J-Expenses (Items).....	2,132,544
(23)	CAT-K-Expenses (Public Entertainment).....	820,100
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,937,199
(26)	CAT-N-Expenses (All Other).....	12,391
(27)	Total Reportable Expenditures for Variety .....	\$16,321,343
(28)	Sporting Events.....	\$767,648
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name VIRGINIA SLIMS  
 (3) Descriptions: 100 F SP MEN SLIM ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N. or O) M ✓  
 (8) Num Per Pack 20 ✓  
 (9) Tar: 15 ✓ Nicotine: 1.1 ✓ CO: 13 ✓  
 (10) Variety Units Sales: 1,377,906,600  
 (11) Variety Dollar Sales: \$75,225,280  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$150,517  
 (14) CAT-B-Expenses (Magazines).....2,376,535  
 (15) CAT-C-Expenses (Outdoor).....1,243,710  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....265,279  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....327,735  
 (20) CAT-H-Expenses (Promotional Allowances).....3,187,705  
 (21) CAT-I-Expenses (Samples).....11,466  
 (22) CAT-J-Expenses (Items).....1,915,679  
 (23) CAT-K-Expenses (Public Entertainment).....736,702  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....4,435,121  
 (26) CAT-N-Expenses (All Other).....11,131  
 (27) Total Reportable Expenditures for Variety.....\$14,661,580  
 (28) Sporting Events.....\$689,584  
 (29) Ratings on Pack.....~~yes~~ NO



## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	VIRGINIA SLIMS
(3)	Descriptions:	100 F HP LT SLIM ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 8 ✓ Nicotine: 0.7 ✓ CO: 9 ✓	
(10)	Variety Units Sales:	1,470,825,400
(11)	Variety Dollar Sales:	\$79,362,364
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$160,667
(14)	CAT-B-Expenses (Magazines).....	2,536,796
(15)	CAT-C-Expenses (Outdoor).....	1,327,579
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	283,168
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	349,835
(20)	CAT-H-Expenses (Promotional Allowances) .....	3,402,667
(21)	CAT-I-Expenses (Samples) .....	12,239
(22)	CAT-J-Expenses (Items).....	2,044,862
(23)	CAT-K-Expenses (Public Entertainment).....	786,381
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,734,202
(26)	CAT-N-Expenses (All Other).....	11,882
(27)	Total Reportable Expenditures for Variety .....	\$15,650,278
(28)	Sporting Events.....	\$736,086
(29)	Ratings on Pack.....	<del>Yes</del> NO

## CIGARETTE REPORT FORM

(1) Year Covered 1995 *1996*  
 (2) Brand Family Name VIRGINIA SLIMS  
 (3) Descriptions: 100 F HP LT MEN SLIM ✓  
 (4) Product Length 99 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) H ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 8 ✓ Nicotine: *0.6* ~~0.7~~ CO: ~~8~~ *9*  
 (10) Variety Units Sales: 1,664,884,308  
 (11) Variety Dollar Sales: \$90,301,193  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers)..... \$181,865  
 (14) CAT-B-Expenses (Magazines)..... 2,871,497  
 (15) CAT-C-Expenses (Outdoor)..... 1,502,738  
 (16) CAT-D-Expenses (Audio Visual)..... 0  
 (17) CAT-E-EXPENSES (Public Transport)..... 320,529  
 (18) CAT-F-Expenses (Direct Mail) ..... 0  
 (19) CAT-G-Expenses (Point of Sale)..... 395,992  
 (20) CAT-H-Expenses (Promotional Allowances)..... 3,851,610  
 (21) CAT-I-Expenses (Samples) ..... 13,854  
 (22) CAT-J-Expenses (Items)..... 2,314,659  
 (23) CAT-K-Expenses (Public Entertainment)..... 890,135  
 (24) CAT-L-Expenses (Endorsement)..... 0  
 (25) CAT-M-Expenses (Retail Value & Coupon)..... 5,358,827  
 (26) CAT-N-Expenses (All Other)..... 13,449  
 (27) Total Reportable Expenditures for Variety ..... \$17,715,155  
 (28) Sporting Events..... \$833,204  
 (29) Ratings on Pack..... ~~Yes~~ NO

# CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	VIRGINIA SLIMS
(3)	Descriptions:	120 F HP LT SLIM ✓
(4)	Product Length	120 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 14 ✓ Nicotine: 1.1 ✓ CO: 14 ✓	
(10)	Variety Units Sales:	1,322,687,544
(11)	Variety Dollar Sales:	\$72,237,761
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$144,485
(14)	CAT-B-Expenses (Magazines).....	2,281,296
(15)	CAT-C-Expenses (Outdoor).....	1,193,869
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	254,648
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	314,601
(20)	CAT-H-Expenses (Promotional Allowances) .....	3,059,959
(21)	CAT-I-Expenses (Samples) .....	11,006
(22)	CAT-J-Expenses (Items).....	1,838,909
(23)	CAT-K-Expenses (Public Entertainment).....	707,179
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,257,385
(26)	CAT-N-Expenses (All Other).....	10,685
(27)	Total Reportable Expenditures for Variety.....	\$14,074,022
(28)	Sporting Events.....	\$661,949
(29)	Ratings on Pack.....	<del>Yes</del> NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name VIRGINIA SLIMS  
 (3) Descriptions: 120 F HP LT MEN SLIM ✓  
 (4) Product Length 120 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) H ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 14 ✓ Nicotine: 1.1 ✓ CO: 14 ✓  
 (10) Variety Units Sales: 938,060,000  
 (11) Variety Dollar Sales: \$51,238,114  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers)..... \$102,470  
 (14) CAT-B-Expenses (Magazines)..... 1,617,912  
 (15) CAT-C-Expenses (Outdoor)..... 846,701  
 (16) CAT-D-Expenses (Audio Visual)..... 0  
 (17) CAT-E-EXPENSES (Public Transport)..... 180,598  
 (18) CAT-F-Expenses (Direct Mail) ..... 0  
 (19) CAT-G-Expenses (Point of Sale)..... 223,117  
 (20) CAT-H-Expenses (Promotional Allowances) ..... 2,170,146  
 (21) CAT-I-Expenses (Samples) ..... 7,806  
 (22) CAT-J-Expenses (Items)..... 1,304,168  
 (23) CAT-K-Expenses (Public Entertainment)..... 501,537  
 (24) CAT-L-Expenses (Endorsement)..... 0  
 (25) CAT-M-Expenses (Retail Value & Coupon)..... 3,019,370  
 (26) CAT-N-Expenses (All Other)..... 7,578  
 (27) Total Reportable Expenditures for Variety ..... \$9,981,403  
 (28) Sporting Events ..... \$469,459  
 (29) Ratings on Pack..... ~~Yes~~ NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	VIRGINIA SLIMS
(3)	Descriptions:	100 F HP ULTRA-LT SLIM ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 5 ✓ Nicotine: 0.5 ✓ CO: 6 ✓	
(10)	Variety Units Sales:	1,379,031,432
(11)	Variety Dollar Sales:	\$75,018,670
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$150,640
(14)	CAT-B-Expenses (Magazines).....	2,378,475
(15)	CAT-C-Expenses (Outdoor).....	1,244,725
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	265,496
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	328,002
(20)	CAT-H-Expenses (Promotional Allowances).....	3,190,307
(21)	CAT-I-Expenses (Samples).....	11,475
(22)	CAT-J-Expenses (Items).....	1,917,243
(23)	CAT-K-Expenses (Public Entertainment).....	737,303
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,438,742
(26)	CAT-N-Expenses (All Other).....	11,140
(27)	Total Reportable Expenditures for Variety.....	\$14,673,548
(28)	Sporting Events.....	\$690,147
(29)	Ratings on Pack.....	YES NO

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	VIRGINIA SLIMS
(3)	Descriptions:	100 F HP ULTRA-LT MEN SLIM ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 5 ✓ Nicotine: 0.5 ✓ CO: 6 ✓	
(10)	Variety Units Sales:	1,200,194,346
(11)	Variety Dollar Sales:	\$64,914,266
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$131,105
(14)	CAT-B-Expenses (Magazines).....	2,070,027
(15)	CAT-C-Expenses (Outdoor).....	1,083,305
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	231,065
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	285,466
(20)	CAT-H-Expenses (Promotional Allowances).....	2,776,578
(21)	CAT-I-Expenses (Samples).....	9,987
(22)	CAT-J-Expenses (Items).....	1,668,609
(23)	CAT-K-Expenses (Public Entertainment).....	641,687
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	3,863,112
(26)	CAT-N-Expenses (All Other).....	9,696
(27)	Total Reportable Expenditures for Variety.....	\$12,770,637
(28)	Sporting Events.....	\$600,646
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1) Year Covered 1995 ~~1996~~  
 (2) Brand Family Name VIRGINIA SLIMS  
 (3) Descriptions: 100 F HP SUP-SLIM ✓  
 (4) Product Length 99 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) H ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: ~~6.5~~ Nicotine: 0.5 ✓ CO: ~~0.5~~  
 (10) Variety Units Sales: 282,370,189  
 (11) Variety Dollar Sales: \$15,424,555  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$30,845  
 (14) CAT-B-Expenses (Magazines).....487,016  
 (15) CAT-C-Expenses (Outdoor).....254,870  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....54,363  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....67,162  
 (20) CAT-H-Expenses (Promotional Allowances) .....653,247  
 (21) CAT-I-Expenses (Samples) .....2,350  
 (22) CAT-J-Expenses (Items).....392,574  
 (23) CAT-K-Expenses (Public Entertainment).....150,970  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....908,876  
 (26) CAT-N-Expenses (All Other).....2,281  
 (27) Total Reportable Expenditures for Variety.....\$3,004,554  
 (28) Sporting Events.....\$141,314  
 (29) Ratings on Pack.....~~YES~~ NO

# CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	VIRGINIA SLIMS
(3)	Descriptions:	100 F HP MEN SUP-SLIM ✓
(4)	Product Length	99 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: <del>5</del> Nicotine: 0.5 ✓ CO: <del>5</del> ✓	
(10)	Variety Units Sales:	443,990,800
(11)	Variety Dollar Sales:	\$24,252,959
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$48,499
(14)	CAT-B-Expenses (Magazines).....	765,770
(15)	CAT-C-Expenses (Outdoor).....	400,750
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	85,477
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	105,602
(20)	CAT-H-Expenses (Promotional Allowances) .....	1,027,147
(21)	CAT-I-Expenses (Samples) .....	3,695
(22)	CAT-J-Expenses (Items).....	617,272
(23)	CAT-K-Expenses (Public Entertainment).....	237,382
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,429,089
(26)	CAT-N-Expenses (All Other).....	3,586
(27)	Total Reportable Expenditures for Variety .....	\$4,724,268
(28)	Sporting Events .....	\$222,199
(29)	Ratings on Pack .....	Yes <del>NO</del>



## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name ALL AMERICAN VALUE  
 (3) Descriptions: King F SP FULL-FLA ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 65,813,400  
 (11) Variety Dollar Sales: \$2,036,501  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....(231)  
 (20) CAT-H-Expenses (Promotional Allowances) .....90,176  
 (21) CAT-I-Expenses (Samples) .....8  
 (22) CAT-J-Expenses (Items).....0  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....244,236  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety .....\$334,189  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~Yes~~ NO

*Remove from report.*

# CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	ALL AMERICAN VALUE
(3)	Descriptions:	King F SP LT ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N. or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	37,110,200
(11)	Variety Dollar Sales:	\$1,235,719
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	(131)
(20)	CAT-H-Expenses (Promotional Allowances) .....	50,847
(21)	CAT-I-Expenses (Samples) .....	4
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	137,718
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$188,438
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

*Remove from report.*

## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name ALL AMERICAN VALUE  
 (3) Descriptions: King F SP LT MEN ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 26,971,600  
 (11) Variety Dollar Sales: \$897,593  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....(95)  
 (20) CAT-H-Expenses (Promotional Allowances) .....36,956  
 (21) CAT-I-Expenses (Samples) .....3  
 (22) CAT-J-Expenses (Items).....0  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....100,093  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety .....\$136,957  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~Yes~~ NO

*Remove from report.*

CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	ALL AMERICAN VALUE
(3)	Descriptions:	100 F SP FULL-FLA ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	47,682,200
(11)	Variety Dollar Sales:	\$1,590,993
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	(168)
(20)	CAT-H-Expenses (Promotional Allowances).....	65,333
(21)	CAT-I-Expenses (Samples).....	5
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	176,951
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$242,121
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes NO

*Remove from report.*

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
(2) Brand Family Name ALL AMERICAN VALUE  
(3) Descriptions: 100 F SP LT ✓  
(4) Product Length 100 ✓  
(5) Filter (F or N) F ✓  
(6) Pack (H or S) S ✓  
(7) Flavor (M,N. or O) N ✓  
(8) Num Per Pack: 20 ✓  
(9) Tar: 11 Nicotine: 0.8 CO: N/A 0.7 ✓  
(10) Variety Units Sales: 47,778,400  
(11) Variety Dollar Sales: \$1,602,320  
(12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
(14) CAT-B-Expenses (Magazines).....0  
(15) CAT-C-Expenses (Outdoor).....0  
(16) CAT-D-Expenses (Audio Visual).....0  
(17) CAT-E-EXPENSES (Public Transport).....0  
(18) CAT-F-Expenses (Direct Mail).....0  
(19) CAT-G-Expenses (Point of Sale).....(168)  
(20) CAT-H-Expenses (Promotional Allowances) .....65,465  
(21) CAT-I-Expenses (Samples) .....5  
(22) CAT-J-Expenses (Items).....0  
(23) CAT-K-Expenses (Public Entertainment).....0  
(24) CAT-L-Expenses (Endorsement).....0  
(25) CAT-M-Expenses (Retail Value & Coupon).....177,308  
(26) CAT-N-Expenses (All Other).....0  
(27) Total Reportable Expenditures for Variety.....\$242,610  
(28) Sporting Events.....\$0  
(29) Ratings on Pack.....~~Yes~~ NO

*Remove from report.*

## CIGARETTE REPORT FORM

(1)	Year Covered	1995-1996
(2)	Brand Family Name	ALL AMERICAN VALUE
(3)	Descriptions:	100 F SP LT MEN ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.8 ✓	CO: N/A ✓
(10)	Variety Units Sales:	36,788,800
(11)	Variety Dollar Sales:	\$1,263,267
(12)	Last Date Sold:	N/A

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	(129)
(20)	CAT-H-Expenses (Promotional Allowances) .....	50,407
(21)	CAT-I-Expenses (Samples) .....	4
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	136,525
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$186,807
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack .....	Yes <del>NO</del>

*Remove from report.*

## CIGARETTE REPORT FORM

(1)	Year Covered	1995-1996
(2)	Brand Family Name	ALL AMERICAN VALUE
(3)	Descriptions:	King F SP ULTRA-LT ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	29,674,600
(11)	Variety Dollar Sales:	\$995,002
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	(104)
(20)	CAT-H-Expenses (Promotional Allowances) .....	40,659
(21)	CAT-I-Expenses (Samples) .....	3
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	110,124
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$150,682
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes/NO

*Remove from report.*

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	ALL AMERICAN VALUE
(3)	Descriptions:	100 F SP ULTRA-LT ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 6 ✓ Nicotine: 0.5 ✓	CO: N/A
(10)	Variety Units Sales:	152,215,800
(11)	Variety Dollar Sales:	\$4,266,767
(12)	Last Date Sold:	N/A

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	(535)
(20)	CAT-H-Expenses (Promotional Allowances) .....	208,562
(21)	CAT-I-Expenses (Samples) .....	17
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	564,879
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$772,923
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

*Remove from report.*



# CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	ALL AMERICAN VALUE
(3)	Descriptions:	King NF SP ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	N ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 24 ✓ Nicotine: 1.1 ✓ CO: N/A	
(10)	Variety Units Sales:	11,715,000
(11)	Variety Dollar Sales:	\$403,247
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	(40)
(20)	CAT-H-Expenses (Promotional Allowances) .....	16,053
(21)	CAT-I-Expenses (Samples) .....	1
(22)	CAT-J-Expenses (Items).....	0
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	43,476
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$59,490
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

*Remove from report.*

CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BASIC
(3)	Descriptions:	King F HP ✓
(4)	Product Length	83 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N. or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	456.000
(11)	Variety Dollar Sales:	\$19.003
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$16
(14)	CAT-B-Expenses (Magazines).....	237
(15)	CAT-C-Expenses (Outdoor).....	352
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	15
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	197
(20)	CAT-H-Expenses (Promotional Allowances) .....	1,090
(21)	CAT-I-Expenses (Samples) .....	0
(22)	CAT-J-Expenses (Items).....	137
(23)	CAT-K-Expenses (Public Entertainment).....	1
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,771
(26)	CAT-N-Expenses (All Other).....	2
(27)	Total Reportable Expenditures for Variety .....	\$4,818
(28)	Sporting Events.....	\$1
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name BASIC  
 (3) Descriptions: King F SP ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) 16 Tar: 15 Nicotine: 1.0 ✓ CO: 15 16  
 (10) Variety Units Sales: 3,428,925,580  
 (11) Variety Dollar Sales: \$133,785,691  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers)..... \$120,010  
 (14) CAT-B-Expenses (Magazines)..... 1,781,030  
 (15) CAT-C-Expenses (Outdoor)..... 2,647,167  
 (16) CAT-D-Expenses (Audio Visual)..... 0  
 (17) CAT-E-EXPENSES (Public Transport)..... 110,765  
 (18) CAT-F-Expenses (Direct Mail) ..... 0  
 (19) CAT-G-Expenses (Point of Sale)..... 1,478,359  
 (20) CAT-H-Expenses (Promotional Allowances) ..... 8,198,923  
 (21) CAT-I-Expenses (Samples) ..... 1,517  
 (22) CAT-J-Expenses (Items)..... 1,030,202  
 (23) CAT-K-Expenses (Public Entertainment)..... 4,126  
 (24) CAT-L-Expenses (Endorsement)..... 0  
 (25) CAT-M-Expenses (Retail Value & Coupon)..... 20,834,401  
 (26) CAT-N-Expenses (All Other)..... 14,053  
 (27) Total Reportable Expenditures for Variety ..... \$36,220,553  
 (28) Sporting Events..... \$3,893  
 (29) Ratings on Pack..... yes NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name BASIC  
 (3) Descriptions: 100 F SP ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 16 ✓ Nicotine: 1.0 ✓ CO. AT 18  
 (10) Variety Units Sales: 3,327,232,003  
 (11) Variety Dollar Sales: \$130,727,569  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers)..... \$116,451  
 (14) CAT-B-Expenses (Magazines)..... 1,728,209  
 (15) CAT-C-Expenses (Outdoor)..... 2,568,659  
 (16) CAT-D-Expenses (Audio Visual)..... 0  
 (17) CAT-E-EXPENSES (Public Transport)..... 107,480  
 (18) CAT-F-Expenses (Direct Mail) ..... 0  
 (19) CAT-G-Expenses (Point of Sale)..... 1,434,514  
 (20) CAT-H-Expenses (Promotional Allowances) ..... 7,955,763  
 (21) CAT-I-Expenses (Samples) ..... 1,472  
 (22) CAT-J-Expenses (Items)..... 999,649  
 (23) CAT-K-Expenses (Public Entertainment)..... 4,003  
 (24) CAT-L-Expenses (Endorsement)..... 0  
 (25) CAT-M-Expenses (Retail Value & Coupon)..... 20,216,503  
 (26) CAT-N-Expenses (All Other)..... 13,636  
 (27) Total Reportable Expenditures for Variety ..... \$35,146,339  
 (28) Sporting Events ..... \$3,777  
 (29) Ratings on Pack..... ~~Yes~~ NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name BASIC  
 (3) Descriptions: King F HP LT ✓  
 (4) Product Length 83 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) H ✓  
 (7) Flavor (M, N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) II Tar: 10 ✓ Nicotine: 0.7 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 432,000  
 (11) Variety Dollar Sales: \$18,006  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$15  
 (14) CAT-B-Expenses (Magazines).....224  
 (15) CAT-C-Expenses (Outdoor).....334  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....14  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....186  
 (20) CAT-H-Expenses (Promotional Allowances) .....1,033  
 (21) CAT-I-Expenses (Samples) .....0  
 (22) CAT-J-Expenses (Items).....130  
 (23) CAT-K-Expenses (Public Entertainment).....1  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....2,625  
 (26) CAT-N-Expenses (All Other).....2  
 (27) Total Reportable Expenditures for Variety.....\$4,564  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~Yes~~ NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BASIC
(3)	Descriptions:	King F SP LT ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 ✓ Nicotine: 0.7 ✓ CO: 12 ✓ 13	
(10)	Variety Units Sales:	3,028,982,171
(11)	Variety Dollar Sales:	\$118,216,846
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$106,012
(14)	CAT-B-Expenses (Magazines).....	1,573,294
(15)	CAT-C-Expenses (Outdoor).....	2,338,407
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	97,846
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	1,305,926
(20)	CAT-H-Expenses (Promotional Allowances) .....	7,242,616
(21)	CAT-I-Expenses (Samples) .....	1,340
(22)	CAT-J-Expenses (Items).....	910,042
(23)	CAT-K-Expenses (Public Entertainment).....	3,644
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	18,404,315
(26)	CAT-N-Expenses (All Other).....	12,414
(27)	Total Reportable Expenditures for Variety .....	\$31,995,856
(28)	Sporting Events.....	\$3,439
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BASIC
(3)	Descriptions:	King F SP LT MEN ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 ✓ Nicotine: 0.7 ✓ CO: 13 ✓	
(10)	Variety Units Sales:	1,347,104,560
(11)	Variety Dollar Sales:	\$54,257,538
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$47,148
(14)	CAT-B-Expenses (Magazines).....	699,704
(15)	CAT-C-Expenses (Outdoor).....	1,039,979
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	43,516
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	580,795
(20)	CAT-H-Expenses (Promotional Allowances) .....	3,221,069
(21)	CAT-I-Expenses (Samples) .....	596
(22)	CAT-J-Expenses (Items).....	404,730
(23)	CAT-K-Expenses (Public Entertainment).....	1,621
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	8,185,105
(26)	CAT-N-Expenses (All Other).....	5,521
(27)	Total Reportable Expenditures for Variety .....	\$14,229,784
(28)	Sporting Events .....	\$1,529
(29)	Ratings on Pack .....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1) Year Covered 1995- 1996  
 (2) Brand Family Name BASIC  
 (3) Descriptions: 100 F SP LT ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 10 ✓ Nicotine: 0.7 ✓ CO: 14 ✓  
 (10) Variety Units Sales: 3,599,506,390  
 (11) Variety Dollar Sales: \$140,359,863  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$125,980  
 (14) CAT-B-Expenses (Magazines).....1,869,632  
 (15) CAT-C-Expenses (Outdoor).....2,778,857  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....116,276  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....1,551,904  
 (20) CAT-H-Expenses (Promotional Allowances).....8,606,800  
 (21) CAT-I-Expenses (Samples).....1,593  
 (22) CAT-J-Expenses (Items).....1,081,453  
 (23) CAT-K-Expenses (Public Entertainment).....4,331  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....21,870,862  
 (26) CAT-N-Expenses (All Other).....14,752  
 (27) Total Reportable Expenditures for Variety.....\$38,022,440  
 (28) Sporting Events.....\$4,086  
 (29) Ratings on Pack.....~~Yes~~ No



# CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BASIC
(3)	Descriptions:	100 F SP LT MEN ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N. or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 10 ✓ Nicotine: 0.7 ✓ CO: 14 ✓	
(10)	Variety Units Sales:	2,514,376.820
(11)	Variety Dollar Sales:	\$98,871.729
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$88.001
(14)	CAT-B-Expenses (Magazines).....	1,306.001
(15)	CAT-C-Expenses (Outdoor).....	1,941,126
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	81,223
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	1,084,057
(20)	CAT-H-Expenses (Promotional Allowances) .....	6,012,140
(21)	CAT-I-Expenses (Samples) .....	1,113
(22)	CAT-J-Expenses (Items).....	755,431
(23)	CAT-K-Expenses (Public Entertainment).....	3,025
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	15,277,536
(26)	CAT-N-Expenses (All Other).....	10,305
(27)	Total Reportable Expenditures for Variety .....	\$26,559,958
(28)	Sporting Events .....	\$2,854
(29)	Ratings on Pack.....	Yes / NO

## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name BASIC  
 (3) Descriptions: King F SP ULTRA-LT ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N. or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 8.6 Nicotine: 0.4 CO: 8  
 (10) Variety Units Sales: 1,158,182,640  
 (11) Variety Dollar Sales: \$47,549,315  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$40,535  
 (14) CAT-B-Expenses (Magazines).....601,576  
 (15) CAT-C-Expenses (Outdoor).....894,129  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....37,413  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....499,343  
 (20) CAT-H-Expenses (Promotional Allowances) .....2,769,337  
 (21) CAT-I-Expenses (Samples) .....512  
 (22) CAT-J-Expenses (Items).....347,970  
 (23) CAT-K-Expenses (Public Entertainment).....1,393  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....7,037,202  
 (26) CAT-N-Expenses (All Other).....4,747  
 (27) Total Reportable Expenditures for Variety.....\$12,234,157  
 (28) Sporting Events.....\$1,315  
 (29) Ratings on Pack.....Yes NO

# CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BASIC
(3)	Descriptions:	100 F SP ULTRA-LT ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M, N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: <del>6.5</del> 0.4 Nicotine: 0.4 CO: 8 ✓	
(10)	Variety Units Sales:	2,502,257,600
(11)	Variety Dollar Sales:	\$99,241,550
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$87,577
(14)	CAT-B-Expenses (Magazines).....	1,299,706
(15)	CAT-C-Expenses (Outdoor).....	1,931,770
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	80,831
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	1,078,832
(20)	CAT-H-Expenses (Promotional Allowances) .....	5,983,162
(21)	CAT-I-Expenses (Samples) .....	1,107
(22)	CAT-J-Expenses (Items).....	751,790
(23)	CAT-K-Expenses (Public Entertainment).....	3,011
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	15,203,899
(26)	CAT-N-Expenses (All Other).....	10,255
(27)	Total Reportable Expenditures for Variety .....	\$26,431,940
(28)	Sporting Events .....	\$2,841
(29)	Ratings on Pack.....	YES NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name BASIC  
 (3) Descriptions: King F SP FULL-FLA MEN ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) 16 Tar: 15 Nicotine: 0.9 CO: 15 ✓  
 (10) Variety Units Sales: 534,633,200  
 (11) Variety Dollar Sales: \$20,837,931  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$18,712  
 (14) CAT-B-Expenses (Magazines).....277,696  
 (15) CAT-C-Expenses (Outdoor).....412,743  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....17,270  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....230,504  
 (20) CAT-H-Expenses (Promotional Allowances).....1,278,364  
 (21) CAT-I-Expenses (Samples).....237  
 (22) CAT-J-Expenses (Items).....160,628  
 (23) CAT-K-Expenses (Public Entertainment).....643  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....3,248,470  
 (26) CAT-N-Expenses (All Other).....2,191  
 (27) Total Reportable Expenditures for Variety.....\$5,647,458  
 (28) Sporting Events.....\$607  
 (29) Ratings on Pack.....Yes NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name BASIC  
 (3) Descriptions: 100 F SP FULL-FLA MEN ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 15 ✓ Nicotine: 1.0 ✓ CO: 17 ✓  
 (10) Variety Units Sales: 648,259,461  
 (11) Variety Dollar Sales: \$25,590,548  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$22,689  
 (14) CAT-B-Expenses (Magazines).....336,715  
 (15) CAT-C-Expenses (Outdoor).....500,463  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....20,941  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....279,493  
 (20) CAT-H-Expenses (Promotional Allowances) .....1,550,057  
 (21) CAT-I-Expenses (Samples) .....287  
 (22) CAT-J-Expenses (Items).....194,766  
 (23) CAT-K-Expenses (Public Entertainment).....780  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....3,938,872  
 (26) CAT-N-Expenses (All Other).....2,657  
 (27) Total Reportable Expenditures for Variety.....\$6,847,720  
 (28) Sporting Events.....\$736  
 (29) Ratings on Pack.....~~Yes~~ NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BASIC
(3)	Descriptions:	King F HP MEN ✓
(4)	Product Length	83 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	H ✓
(7)	Flavor (M,N. or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	456,000
(11)	Variety Dollar Sales:	\$19,003
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$16
(14)	CAT-B-Expenses (Magazines).....	237
(15)	CAT-C-Expenses (Outdoor).....	352
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	15
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	197
(20)	CAT-H-Expenses (Promotional Allowances).....	1,090
(21)	CAT-I-Expenses (Samples).....	0
(22)	CAT-J-Expenses (Items).....	137
(23)	CAT-K-Expenses (Public Entertainment).....	1
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,771
(26)	CAT-N-Expenses (All Other).....	2
(27)	Total Reportable Expenditures for Variety.....	\$4,818
(28)	Sporting Events.....	\$1
(29)	Ratings on Pack.....	<del>Yes</del> NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name BASIC  
 (3) Descriptions: King NF SP ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) N ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) 27 Tar: 26 Nicotine: 1.8 CO: 15 ✓  
 (10) Variety Units Sales: 612,616,960  
 (11) Variety Dollar Sales: \$25,055,506  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$21,440  
 (14) CAT-B-Expenses (Magazines).....318,202  
 (15) CAT-C-Expenses (Outdoor).....472,947  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....19,791  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....264,125  
 (20) CAT-H-Expenses (Promotional Allowances) .....1,464,831  
 (21) CAT-I-Expenses (Samples) .....270  
 (22) CAT-J-Expenses (Items).....184,057  
 (23) CAT-K-Expenses (Public Entertainment).....737  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....3,722,305  
 (26) CAT-N-Expenses (All Other).....2,512  
 (27) Total Reportable Expenditures for Variety.....\$6,471,217  
 (28) Sporting Events.....\$695  
 (29) Ratings on Pack.....Yes NO

XXXXXX

## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name MEDLEY  
 (3) Descriptions: King F SP LT MEN  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) 10 Tar: 11 Nicotine: 0.7 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 2,472,000  
 (11) Variety Dollar Sales: \$104,084  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....9  
 (20) CAT-H-Expenses (Promotional Allowances) .....5.569  
 (21) CAT-I-Expenses (Samples) .....2  
 (22) CAT-J-Expenses (Items).....1.642  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....284  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$7,506  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~Yes~~ NO



XXXXXX

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	VISTA
(3)	Descriptions:	King F SP LT ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	10 Tar: <del>11</del> 0.7 Nicotine: 0.7 CO: N/A	
(10)	Variety Units Sales:	6,672,000
(11)	Variety Dollar Sales:	\$279,069
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	26
(20)	CAT-H-Expenses (Promotional Allowances).....	15,030
(21)	CAT-I-Expenses (Samples).....	6
(22)	CAT-J-Expenses (Items).....	4,431
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	766
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$20,259
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

XXXXXX

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <i>1996</i>
(2)	Brand Family Name	SKYLINE
(3)	Descriptions:	King F SP FULL-FLA
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N. or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	7,092,000
(11)	Variety Dollar Sales:	\$296,154
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	27
(20)	CAT-H-Expenses (Promotional Allowances) .....	15,976
(21)	CAT-I-Expenses (Samples) .....	6
(22)	CAT-J-Expenses (Items) .....	4,710
(23)	CAT-K-Expenses (Public Entertainment) .....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	814
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$21,533
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	<i>Yes NO</i>

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name BEST BUY  
 (3) Descriptions: King F SP FULL-FLA MEN GENERIC ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 111,667,600  
 (11) Variety Dollar Sales: \$3,479,953  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....428  
 (20) CAT-H-Expenses (Promotional Allowances) .....251,557  
 (21) CAT-I-Expenses (Samples) .....101  
 (22) CAT-J-Expenses (Items).....74,156  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....12,822  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$339,064  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~Yes~~ NO

CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	BEST BUY
(3)	Descriptions:	100 F SP FULL-FLA MEN GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	270,327,600
(11)	Variety Dollar Sales:	\$8,572,850
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	1,036
(20)	CAT-H-Expenses (Promotional Allowances) .....	608,975
(21)	CAT-I-Expenses (Samples) .....	243
(22)	CAT-J-Expenses (Items).....	179,519
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	31,039
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$820,812
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	BEST BUY
(3)	Descriptions:	King F SP FULL-FLA GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	228,929,752
(11)	Variety Dollar Sales:	\$7,386,689
(12)	Last Date Sold: N/A	

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	877
(20)	CAT-H-Expenses (Promotional Allowances) .....	515,717
(21)	CAT-I-Expenses (Samples) .....	206
(22)	CAT-J-Expenses (Items).....	152,027
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	26,286
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$695,113
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack .....	YES NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BEST BUY
(3)	Descriptions:	100 F SP FULL-FLA GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N. or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	313,819,400
(11)	Variety Dollar Sales:	\$10,121.821
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	1,203
(20)	CAT-H-Expenses (Promotional Allowances) .....	706,950
(21)	CAT-I-Expenses (Samples) .....	283
(22)	CAT-J-Expenses (Items).....	208,401
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	36,033
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$952,870
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name BEST BUY  
 (3) Descriptions: King F SP LT GENERIC ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 114,687,000  
 (11) Variety Dollar Sales: \$3,716,920  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....439  
 (20) CAT-H-Expenses (Promotional Allowances).....258,359  
 (21) CAT-I-Expenses (Samples).....103  
 (22) CAT-J-Expenses (Items).....76,161  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....13,168  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$348,230  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes ~~NO~~

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BEST BUY
(3)	Descriptions:	King F SP LT MEN GENERIC -
(4)	Product Length	84 -
(5)	Filter (F or N)	F -
(6)	Pack (H or S)	S -
(7)	Flavor (M,N, or O)	M -
(8)	Num Per Pack:	20 -
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	67,634,400
(11)	Variety Dollar Sales:	\$2,184,226
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	259
(20)	CAT-H-Expenses (Promotional Allowances).....	152,362
(21)	CAT-I-Expenses (Samples).....	61
(22)	CAT-J-Expenses (Items).....	44,915
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	7,766
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$205,363
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>



## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name BEST BUY  
 (3) Descriptions: 100 F SP LT GENERIC ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 168,017,000  
 (11) Variety Dollar Sales: \$5,441,182  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....644  
 (20) CAT-H-Expenses (Promotional Allowances) .....378,497  
 (21) CAT-I-Expenses (Samples) .....151  
 (22) CAT-J-Expenses (Items).....111,577  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....19,292  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety .....\$510,161  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes / NO

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	BEST BUY
(3)	Descriptions:	100 F SP LT MEN GENERIC ✓
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M,N, or O)	M
(8)	Num Per Pack:	20
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓	CO: N/A ✓
(10)	Variety Units Sales:	123,048,400
(11)	Variety Dollar Sales:	\$3,970,156
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	472
(20)	CAT-H-Expenses (Promotional Allowances) .....	277,195
(21)	CAT-I-Expenses (Samples) .....	111
(22)	CAT-J-Expenses (Items).....	81,714
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	14,129
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$373,621
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes / NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	BEST BUY
(3)	Descriptions:	King F SP ULTRA-LT GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	61,069,800
(11)	Variety Dollar Sales:	\$1,984,516
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	234
(20)	CAT-H-Expenses (Promotional Allowances).....	137,574
(21)	CAT-I-Expenses (Samples).....	55
(22)	CAT-J-Expenses (Items).....	40,555
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	7,012
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$185,430
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BEST BUY
(3)	Descriptions:	100 F SP ULTRA-LT GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	141,234,400
(11)	Variety Dollar Sales:	\$4,581,267
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	541
(20)	CAT-H-Expenses (Promotional Allowances) .....	318,163
(21)	CAT-I-Expenses (Samples) .....	127
(22)	CAT-J-Expenses (Items).....	93,791
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	16,217
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$428,839
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>Yes</del> NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name BEST BUY  
 (3) Descriptions: King NF SP GENERIC ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) N ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 24 ✓ Nicotine: 1.6 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 77,727,600  
 (11) Variety Dollar Sales: \$2,519,052  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....298  
 (20) CAT-H-Expenses (Promotional Allowances).....175,099  
 (21) CAT-I-Expenses (Samples).....70  
 (22) CAT-J-Expenses (Items).....51,617  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....8,925  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$236,009  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~YES~~ NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name BIG MONEY  
 (3) Descriptions: 100 F SP LT MEN GENERIC  
 (4) Product Length 100  
 (5) Filter (F or N) F  
 (6) Pack (H or S) S  
 (7) Flavor (M,N, or O) M  
 (8) Num Per Pack: 20  
 (9) Tar: 11.1 Nicotine: 0.7 CO: N/A  
 (10) Variety Units Sales: 9,228,000  
 (11) Variety Dollar Sales: \$306.073  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....35  
 (20) CAT-H-Expenses (Promotional Allowances) .....20,788  
 (21) CAT-I-Expenses (Samples) .....8  
 (22) CAT-J-Expenses (Items) .....6,128  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....1,060  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$28,019  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~Yes~~ NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name BRONSON  
 (3) Descriptions: King NF SP GENERIC ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) N ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 24 ✓ Nicotine: 1.7 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 15,851,800  
 (11) Variety Dollar Sales: \$517,536  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....61  
 (20) CAT-H-Expenses (Promotional Allowances).....35,710  
 (21) CAT-I-Expenses (Samples).....14  
 (22) CAT-J-Expenses (Items).....10,527  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....1,820  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$48,132  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes/NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
(2) Brand Family Name BRONSON  
(3) Descriptions: King F SP FULL-FLA GENERIC ✓  
(4) Product Length 84 ✓  
(5) Filter (F or N) F ✓  
(6) Pack (H or S) S ✓  
(7) Flavor (M,N, or O) N ✓  
(8) Num Per Pack: 20 ✓  
(9) Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓  
(10) Variety Units Sales: 65,951,832  
(11) Variety Dollar Sales: \$2,148,210  
(12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
(14) CAT-B-Expenses (Magazines).....0  
(15) CAT-C-Expenses (Outdoor).....0  
(16) CAT-D-Expenses (Audio Visual).....0  
(17) CAT-E-EXPENSES (Public Transport).....0  
(18) CAT-F-Expenses (Direct Mail).....0  
(19) CAT-G-Expenses (Point of Sale).....253  
(20) CAT-H-Expenses (Promotional Allowances).....148,572  
(21) CAT-I-Expenses (Samples).....59  
(22) CAT-J-Expenses (Items).....43,797  
(23) CAT-K-Expenses (Public Entertainment).....0  
(24) CAT-L-Expenses (Endorsement).....0  
(25) CAT-M-Expenses (Retail Value & Coupon).....7,573  
(26) CAT-N-Expenses (All Other).....0  
(27) Total Reportable Expenditures for Variety.....\$200,254  
(28) Sporting Events.....\$0  
(29) Ratings on Pack.....Yes NO



## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BRONSON
(3)	Descriptions:	King F SP FULL-FLA MEN GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N. or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	19,969,000
(11)	Variety Dollar Sales:	\$652.634
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	77
(20)	CAT-H-Expenses (Promotional Allowances).....	44,985
(21)	CAT-I-Expenses (Samples).....	18
(22)	CAT-J-Expenses (Items).....	13,261
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,293
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$60,634
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes / NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BRONSON
(3)	Descriptions:	100 F SP FULL-FLA GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	104,067,200
(11)	Variety Dollar Sales:	\$3,391,521
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	50
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	399
(20)	CAT-H-Expenses (Promotional Allowances).....	234,435
(21)	CAT-I-Expenses (Samples).....	94
(22)	CAT-J-Expenses (Items).....	69,109
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	11,949
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$315,986
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

# CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BRONSON
(3)	Descriptions:	100 F SP FULL-FLA MEN GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 Nicotine: 1.0 CO: N/A ✓	
(10)	Variety Units Sales:	32,689,200
(11)	Variety Dollar Sales:	\$1,067,265
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	125
(20)	CAT-H-Expenses (Promotional Allowances) .....	73,640
(21)	CAT-I-Expenses (Samples) .....	29
(22)	CAT-J-Expenses (Items).....	21,708
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	3,753
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$99,255
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes NO

## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name BRONSON  
 (3) Descriptions: King F SP LT GENERIC ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 55,872,200  
 (11) Variety Dollar Sales: \$1,820,516  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....214  
 (20) CAT-H-Expenses (Promotional Allowances) .....125,865  
 (21) CAT-I-Expenses (Samples) .....50  
 (22) CAT-J-Expenses (Items).....37,104  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....6,415  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$169,648  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~Yes~~ NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	BRONSON
(3)	Descriptions:	King F SP LT MEN GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N. or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	20,668,800
(11)	Variety Dollar Sales:	\$674.658
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	79
(20)	CAT-H-Expenses (Promotional Allowances).....	46,561
(21)	CAT-I-Expenses (Samples).....	19
(22)	CAT-J-Expenses (Items).....	13,726
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,373
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$62,758
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>no</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	BRONSON
(3)	Descriptions:	100 F SP LT GENERIC /
(4)	Product Length	100 /
(5)	Filter (F or N)	F /
(6)	Pack (H or S)	S /
(7)	Flavor (M,N, or O)	N /
(8)	Num Per Pack:	20 /
(9)	Tar: 11 / Nicotine: 0.7 / CO: N/A /	
(10)	Variety Units Sales:	93,495,000
(11)	Variety Dollar Sales:	\$3,048,115
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	358
(20)	CAT-H-Expenses (Promotional Allowances) .....	210,619
(21)	CAT-I-Expenses (Samples) .....	84
(22)	CAT-J-Expenses (Items).....	62,088
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	10,735
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$283,884
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes / NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	BRONSON
(3)	Descriptions:	100 F SP LT MEN GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	47,691,200
(11)	Variety Dollar Sales:	\$1,554,229
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	183
(20)	CAT-H-Expenses (Promotional Allowances) .....	107,435
(21)	CAT-I-Expenses (Samples) .....	43
(22)	CAT-J-Expenses (Items).....	31,671
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	5,476
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$144,808
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	BRONSON
(3)	Descriptions:	King F SP ULTRA-LT GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	30,543,400
(11)	Variety Dollar Sales:	\$995,746
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	50
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	117
(20)	CAT-H-Expenses (Promotional Allowances).....	68,806
(21)	CAT-I-Expenses (Samples).....	28
(22)	CAT-J-Expenses (Items).....	20,283
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	3,507
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$92,741
(28)	Sporting Events.....	50
(29)	Ratings on Pack.....	Yes <del>Yes</del> NO



## CIGARETTE REPORT FORM

(1) Year Covered 1995 ~~1996~~  
 (2) Brand Family Name BRONSON  
 (3) Descriptions: 100 F SP ULTRA-LT GENERIC ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 69,327,800  
 (11) Variety Dollar Sales: \$2,260,456  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....266  
 (20) CAT-H-Expenses (Promotional Allowances).....156,177  
 (21) CAT-I-Expenses (Samples) .....62  
 (22) CAT-J-Expenses (Items).....46,039  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....7,960  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$210,504  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes ~~NO~~

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	F&L
(3)	Descriptions:	King F SP FULL-FLA GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	2,856,000
(11)	Variety Dollar Sales:	\$94,878
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	11
(20)	CAT-H-Expenses (Promotional Allowances) .....	6,434
(21)	CAT-I-Expenses (Samples) .....	3
(22)	CAT-J-Expenses (Items).....	1,897
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	328
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$8,673
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	F&L
(3)	Descriptions:	King F SP FULL-FLA MEN GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	1,068,000
(11)	Variety Dollar Sales:	\$35,463
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	4
(20)	CAT-H-Expenses (Promotional Allowances) .....	2,406
(21)	CAT-I-Expenses (Samples) .....	1
(22)	CAT-J-Expenses (Items).....	709
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	123
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$3,243
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	F&L
(3)	Descriptions:	100 F SP FULL-FLA GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	6,900,000
(11)	Variety Dollar Sales:	\$229,953
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	26
(20)	CAT-H-Expenses (Promotional Allowances).....	15,544
(21)	CAT-I-Expenses (Samples).....	6
(22)	CAT-J-Expenses (Items).....	4,582
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	792
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$20,950
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name F&L  
 (3) Descriptions: 100 F SP FULL-FLA MEN GENERIC ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 2,208,400  
 (11) Variety Dollar Sales: \$73,542  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....8  
 (20) CAT-H-Expenses (Promotional Allowances).....4.975  
 (21) CAT-I-Expenses (Samples).....2  
 (22) CAT-J-Expenses (Items).....1.467  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....254  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$6.706  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes/NO

## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name F&L  
 (3) Descriptions: King F HP LT GENERIC ✓  
 (4) Product Length 83 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) H ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 23,040,000  
 (11) Variety Dollar Sales: \$765.848  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....88  
 (20) CAT-H-Expenses (Promotional Allowances) .....51,903  
 (21) CAT-I-Expenses (Samples) .....21  
 (22) CAT-J-Expenses (Items).....15,300  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....2,645  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$69,957  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name F&L  
 (3) Descriptions: 100 F SP ULTRA-LT GENERIC ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 29,856,000  
 (11) Variety Dollar Sales: \$992,959  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....114  
 (20) CAT-H-Expenses (Promotional Allowances) .....67,257  
 (21) CAT-I-Expenses (Samples) .....27  
 (22) CAT-J-Expenses (Items).....19,827  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....3,428  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$90,653  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~yes~~ NO

## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name F&L  
 (3) Descriptions: King F SP ULTRA-LT GENERIC ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 1,932,000  
 (11) Variety Dollar Sales: \$64,339  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....7  
 (20) CAT-H-Expenses (Promotional Allowances).....4,352  
 (21) CAT-I-Expenses (Samples).....2  
 (22) CAT-J-Expenses (Items).....1,283  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....222  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$5,866  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~yes~~ NO



CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	F&L
(3)	Descriptions:	King F SP LT GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	14,736,000
(11)	Variety Dollar Sales:	\$489,743
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	56
(20)	CAT-H-Expenses (Promotional Allowances) .....	33,196
(21)	CAT-I-Expenses (Samples) .....	13
(22)	CAT-J-Expenses (Items).....	9,786
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,692
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$44,743
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>yes</del> NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	F&L
(3)	Descriptions:	100 F SP LT GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N. or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.8 0.7 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	35,556,000
(11)	Variety Dollar Sales:	\$1,181,917
(12)	Last Date Sold: N/A	

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	136
(20)	CAT-H-Expenses (Promotional Allowances) .....	80,098
(21)	CAT-I-Expenses (Samples) .....	32
(22)	CAT-J-Expenses (Items).....	23,612
(23)	CAT-K-Expenses (Public Entertainment) .....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,083
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$107,961
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	F&L
(3)	Descriptions:	100 F SP LT MEN GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 Nicotine: 0.8 CO: N/A ✓	
(10)	Variety Units Sales:	17,401,000
(11)	Variety Dollar Sales:	\$578,379
(12)	Last Date Sold: N/A	

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	.67
(20)	CAT-H-Expenses (Promotional Allowances).....	39.200
(21)	CAT-I-Expenses (Samples).....	16
(22)	CAT-J-Expenses (Items).....	11.556
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1.998
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$52.837
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes/NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	GENERALS
(3)	Descriptions:	King F SP FULL-FLA GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	23,161,200
(11)	Variety Dollar Sales:	\$757,751
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	89
(20)	CAT-H-Expenses (Promotional Allowances).....	52,176
(21)	CAT-I-Expenses (Samples).....	21
(22)	CAT-J-Expenses (Items).....	15,381
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,659
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$70,326
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	GENERALS
(3)	Descriptions:	King F SP FULL-FLA MEN GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	5,136,000
(11)	Variety Dollar Sales:	\$168,182
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	20
(20)	CAT-H-Expenses (Promotional Allowances).....	11,570
(21)	CAT-I-Expenses (Samples).....	5
(22)	CAT-J-Expenses (Items).....	3,411
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	590
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$15,596
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	GENERALS
(3)	Descriptions:	100 F SP FULL-FLA GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	21,300,000
(11)	Variety Dollar Sales:	\$696.933
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	.82
(20)	CAT-H-Expenses (Promotional Allowances) .....	47.983
(21)	CAT-I-Expenses (Samples) .....	19
(22)	CAT-J-Expenses (Items).....	14,145
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2.446
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$64.675
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	GENERALS
(3)	Descriptions:	100 F SP FULL-FLA MEN GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 Nicotine: 1.1	CO: N/A ✓
(10)	Variety Units Sales:	6,216,000
(11)	Variety Dollar Sales:	\$202.965
(12)	Last Date Sold:	N/A

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	24
(20)	CAT-H-Expenses (Promotional Allowances).....	14,003
(21)	CAT-I-Expenses (Samples).....	6
(22)	CAT-J-Expenses (Items).....	4,128
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	714
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$18,875
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>Yes</del> NO

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
(2) Brand Family Name GENERALS  
(3) Descriptions: King F SP LT GENERIC /  
(4) Product Length 84 /  
(5) Filter (F or N) F /  
(6) Pack (H or S) S /  
(7) Flavor (M,N, or O) N /  
(8) Num Per Pack: 20 /  
(9) Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓  
(10) Variety Units Sales: 12,816,000  
(11) Variety Dollar Sales: \$419,474  
(12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
(14) CAT-B-Expenses (Magazines).....0  
(15) CAT-C-Expenses (Outdoor).....0  
(16) CAT-D-Expenses (Audio Visual).....0  
(17) CAT-E-EXPENSES (Public Transport).....0  
(18) CAT-F-Expenses (Direct Mail) .....0  
(19) CAT-G-Expenses (Point of Sale).....49  
(20) CAT-H-Expenses (Promotional Allowances) .....28,871  
(21) CAT-I-Expenses (Samples) .....12  
(22) CAT-J-Expenses (Items).....8,511  
(23) CAT-K-Expenses (Public Entertainment).....0  
(24) CAT-L-Expenses (Endorsement).....0  
(25) CAT-M-Expenses (Retail Value & Coupon).....1,472  
(26) CAT-N-Expenses (All Other).....0  
(27) Total Reportable Expenditures for Variety.....\$38,915  
(28) Sporting Events.....50  
(29) Ratings on Pack.....Yes ~~Yes~~ NO



# CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	GENERALS
(3)	Descriptions:	King F SP LT MEN GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	8,916,000
(11)	Variety Dollar Sales:	\$291,160
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	34
(20)	CAT-H-Expenses (Promotional Allowances) .....	20,085
(21)	CAT-I-Expenses (Samples) .....	8
(22)	CAT-J-Expenses (Items).....	5,921
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,024
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$27,072
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	GENERALS
(3)	Descriptions:	100 F SP LT GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.8 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	13,830,000
(11)	Variety Dollar Sales:	\$452,676
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	53
(20)	CAT-H-Expenses (Promotional Allowances).....	31,155
(21)	CAT-I-Expenses (Samples).....	12
(22)	CAT-J-Expenses (Items).....	9,184
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,588
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$41,992
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes / NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	GENERALS
(3)	Descriptions:	100 F SP LT MEN GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	11,594,000
(11)	Variety Dollar Sales:	\$379,047
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	44
(20)	CAT-H-Expenses (Promotional Allowances) .....	26,118
(21)	CAT-I-Expenses (Samples) .....	10
(22)	CAT-J-Expenses (Items).....	7,699
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,331
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$35,202
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	yes NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name GENERALS  
 (3) Descriptions: King F SP ULTRA-LT GENERIC ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N. or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 5,760,000  
 (11) Variety Dollar Sales: \$187,808  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....22  
 (20) CAT-H-Expenses (Promotional Allowances) .....12,976  
 (21) CAT-I-Expenses (Samples) .....5  
 (22) CAT-J-Expenses (Items).....3,825  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....661  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$17,489  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~Yes~~ NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	GENERALS
(3)	Descriptions:	100 F SP ULTRA-LT GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M, N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	10,008,000
(11)	Variety Dollar Sales:	\$327,417
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	38
(20)	CAT-H-Expenses (Promotional Allowances) .....	22,545
(21)	CAT-I-Expenses (Samples) .....	9
(22)	CAT-J-Expenses (Items).....	6,646
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,149
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$30,387
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

# CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	GENERALS
(3)	Descriptions:	King NF SP GENERIC /
(4)	Product Length	84 /
(5)	Filter (F or N)	N /
(6)	Pack (H or S)	S /
(7)	Flavor (M,N, or O)	N /
(8)	Num Per Pack:	20 /
(9)	Tar: 24 Nicotine: 1.6 CO: N/A	
(10)	Variety Units Sales:	6,252,000
(11)	Variety Dollar Sales:	\$204,245
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	24
(20)	CAT-H-Expenses (Promotional Allowances) .....	14,084
(21)	CAT-I-Expenses (Samples) .....	6
(22)	CAT-J-Expenses (Items).....	4,152
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	718
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$18,984
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes / NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	GENCO
(3)	Descriptions:	King F SP FULL-FLA MEN GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	57,460,000
(11)	Variety Dollar Sales:	\$1,832,050
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	220
(20)	CAT-H-Expenses (Promotional Allowances).....	129,442
(21)	CAT-I-Expenses (Samples).....	52
(22)	CAT-J-Expenses (Items).....	38,158
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	6,598
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$174,470
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>Yes</del> NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name GENCO  
 (3) Descriptions: 100 F SP FULL-FLA MEN GENERIC ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 95,168,080  
 (11) Variety Dollar Sales: \$3,001,374  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....365  
 (20) CAT-H-Expenses (Promotional Allowances) .....214,388  
 (21) CAT-I-Expenses (Samples) .....86  
 (22) CAT-J-Expenses (Items).....63,199  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....10,927  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety .....\$288,965  
 (28) Sporting Events .....\$0  
 (29) Ratings on Pack.....Yes NO



## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name GENCO  
 (3) Descriptions: King NF SP GENERIC ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) N ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 24 ✓ Nicotine: 1.1 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 46,825,000  
 (11) Variety Dollar Sales: \$1,507,864  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....179  
 (20) CAT-H-Expenses (Promotional Allowances) .....105,484  
 (21) CAT-I-Expenses (Samples) .....42  
 (22) CAT-J-Expenses (Items) .....31,096  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....5,376  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety .....\$142,177  
 (28) Sporting Events .....\$0  
 (29) Ratings on Pack.....~~Yes~~ NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	GENCO
(3)	Descriptions:	King F SP GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	218,864,400
(11)	Variety Dollar Sales:	\$7,070,018
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	839
(20)	CAT-H-Expenses (Promotional Allowances).....	493,042
(21)	CAT-I-Expenses (Samples).....	197
(22)	CAT-J-Expenses (Items).....	145,343
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	25,130
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$664,551
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
(2) Brand Family Name GENCO  
(3) Descriptions: 100 F SP LT GENERIC /  
(4) Product Length 100 /  
(5) Filter (F or N) F /  
(6) Pack (H or S) S /  
(7) Flavor (M,N, or O) N /  
(8) Num Per Pack: 20 /  
(9) Tar: 11 / Nicotine: 0.8 / CO: N/A ✓  
(10) Variety Units Sales: 176,131,000  
(11) Variety Dollar Sales: \$5,694,493  
(12) Last Date Sold: N/A

REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
(14) CAT-B-Expenses (Magazines).....0  
(15) CAT-C-Expenses (Outdoor).....0  
(16) CAT-D-Expenses (Audio Visual).....0  
(17) CAT-E-EXPENSES (Public Transport).....0  
(18) CAT-F-Expenses (Direct Mail) .....0  
(19) CAT-G-Expenses (Point of Sale).....675  
(20) CAT-H-Expenses (Promotional Allowances) .....396,775  
(21) CAT-I-Expenses (Samples) .....159  
(22) CAT-J-Expenses (Items).....116,965  
(23) CAT-K-Expenses (Public Entertainment).....0  
(24) CAT-L-Expenses (Endorsement).....0  
(25) CAT-M-Expenses (Retail Value & Coupon).....20,224  
(26) CAT-N-Expenses (All Other).....0  
(27) Total Reportable Expenditures for Variety .....\$534,798  
(28) Sporting Events.....\$0  
(29) Ratings on Pack.....~~Yes~~ No

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	GENCO
(3)	Descriptions:	King F SP LT GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.7	CO: N/A ✓
(10)	Variety Units Sales:	163,033,000
(11)	Variety Dollar Sales:	\$5,250,983
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	625
(20)	CAT-H-Expenses (Promotional Allowances).....	367,269
(21)	CAT-I-Expenses (Samples).....	147
(22)	CAT-J-Expenses (Items).....	108,267
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	18,720
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$495,028
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>Yes</del> NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name GENCO  
 (3) Descriptions: King F SP LT MEN GENERIC ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 86,966,400  
 (11) Variety Dollar Sales: \$2,773,183  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....333  
 (20) CAT-H-Expenses (Promotional Allowances) .....195,912  
 (21) CAT-I-Expenses (Samples) .....78  
 (22) CAT-J-Expenses (Items) .....57,753  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....9,986  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$264,062  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	GENCO
(3)	Descriptions:	100 F SP GENERIC /
(4)	Product Length	100 /
(5)	Filter (F or N)	F /
(6)	Pack (H or S)	S /
(7)	Flavor (M,N, or O)	N /
(8)	Num Per Pack:	20 /
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	254,338,600
(11)	Variety Dollar Sales:	\$8,240,092
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	975
(20)	CAT-H-Expenses (Promotional Allowances) .....	572,956
(21)	CAT-I-Expenses (Samples) .....	229
(22)	CAT-J-Expenses (Items).....	168,901
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	29,203
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$772,264
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	<del>Yes</del> NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name GENCO  
 (3) Descriptions: 100 F SP LT MEN GENERIC ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 11 ✓ Nicotine: 0.8 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 122,523,800  
 (11) Variety Dollar Sales: \$3,932,898  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....470  
 (20) CAT-H-Expenses (Promotional Allowances) .....276,013  
 (21) CAT-I-Expenses (Samples) .....110  
 (22) CAT-J-Expenses (Items).....81,365  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....14,068  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$372,026  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes NO

## CIGARETTE REPORT FORM

(1) Year Covered 1995 <sup>1996</sup>  
 (2) Brand Family Name GENCO  
 (3) Descriptions: King F SP ULTRA-LT GENERIC ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 115,917,600  
 (11) Variety Dollar Sales: \$3,724,960  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....444  
 (20) CAT-H-Expenses (Promotional Allowances) .....261,131  
 (21) CAT-I-Expenses (Samples) .....104  
 (22) CAT-J-Expenses (Items).....76,978  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....13,310  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$351,967  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~yes~~ NO



## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	GENCO
(3)	Descriptions:	100 F SP ULTRA-LT GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	196,067,000
(11)	Variety Dollar Sales:	\$6,331,320
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	751
(20)	CAT-H-Expenses (Promotional Allowances) .....	441,686
(21)	CAT-I-Expenses (Samples) .....	177
(22)	CAT-J-Expenses (Items).....	130,204
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	22,513
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$595,331
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	GPA
(3)	Descriptions:	King F SP FULL-FLA MEN GENERIC
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M,N, or O)	M
(8)	Num Per Pack:	20
(9)	Tar: 16    Nicotine: 1.0    CO: N/A	
(10)	Variety Units Sales:	31,788,200
(11)	Variety Dollar Sales:	\$1,047,609
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	122
(20)	CAT-H-Expenses (Promotional Allowances).....	71,610
(21)	CAT-I-Expenses (Samples).....	29
(22)	CAT-J-Expenses (Items).....	21,110
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	3,650
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$96,521
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>Yes</del> NO

PAGE 202

*Form not updated.  
Name changed to Shield*

PM3000785447

## CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	GPA
(3)	Descriptions:	100 F SP FULL-FLA MEN GENERIC
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M,N, or O)	M
(8)	Num Per Pack:	20
(9)	Tar: 16    Nicotine: 1.0    CO: N/A	
(10)	Variety Units Sales:	46,120,000
(11)	Variety Dollar Sales:	\$1,526,719
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	177
(20)	CAT-H-Expenses (Promotional Allowances) .....	103,896
(21)	CAT-I-Expenses (Samples) .....	42
(22)	CAT-J-Expenses (Items).....	30,627
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	5,296
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$140,038
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>Yes</del> NO

PAGE 203

*Form not updated.  
Name changed to Shield.*

PM3000785448

## CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	GPA
(3)	Descriptions:	King NF SP GENERIC
(4)	Product Length	84
(5)	Filter (F or N)	N
(6)	Pack (H or S)	S
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 24    Nicotine: 1.6    CO: N/A	
(10)	Variety Units Sales:	22,492,400
(11)	Variety Dollar Sales:	\$739,093
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	50
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	86
(20)	CAT-H-Expenses (Promotional Allowances).....	50,669
(21)	CAT-I-Expenses (Samples).....	20
(22)	CAT-J-Expenses (Items).....	14,937
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,583
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$68,295
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>yes</del> NO

PAGE 204

*Form not updated.  
Name changed to Shield*

PM3000785449

# CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	GPA
(3)	Descriptions:	King F SP GENERIC
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 16, Nicotine: 1.0	CO: N/A
(10)	Variety Units Sales:	73,870,520
(11)	Variety Dollar Sales:	\$2,425,808
(12)	Last Date Sold:	N/A

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	283
(20)	CAT-H-Expenses (Promotional Allowances) .....	166,410
(21)	CAT-I-Expenses (Samples) .....	67
(22)	CAT-J-Expenses (Items).....	49,056
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	8,482
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$224,298
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes NO

PAGE 205

*Form not updated.  
Name changed to Shield*

PM3000785450

## CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	GPA
(3)	Descriptions:	100 F SP GENERIC
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 16    Nicotine: 1.0    CO: N/A	
(10)	Variety Units Sales:	93,862,000
(11)	Variety Dollar Sales:	\$3,094,976
(12)	Last Date Sold: N/A	

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	360
(20)	CAT-H-Expenses (Promotional Allowances) .....	211,446
(21)	CAT-I-Expenses (Samples) .....	85
(22)	CAT-J-Expenses (Items).....	62,332
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	10,777
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$285,000
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <i>NO</i>

PAGE 206

*Form not updated.  
Name changed to Shield.*

PM3000785451

## CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	GPA
(3)	Descriptions:	King F SP LT GENERIC
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 11    Nicotine: 0.8    CO: N/A	
(10)	Variety Units Sales:	43,309,600
(11)	Variety Dollar Sales:	\$1,403,880
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	166
(20)	CAT-H-Expenses (Promotional Allowances) .....	97,565
(21)	CAT-I-Expenses (Samples) .....	39
(22)	CAT-J-Expenses (Items) .....	28,761
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,973
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$131,504
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>Yes</del> NO

PAGE 207

*Form not updated.  
Name changed to Shield*

PM3000785452

## CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	GPA
(3)	Descriptions:	King F SP LT MEN GENERIC
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M,N, or O)	M
(8)	Num Per Pack:	20
(9)	Tar: 11    Nicotine: 0.8    CO: N/A	
(10)	Variety Units Sales:	26,749,600
(11)	Variety Dollar Sales:	\$864,147
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	103
(20)	CAT-H-Expenses (Promotional Allowances).....	60,260
(21)	CAT-I-Expenses (Samples).....	24
(22)	CAT-J-Expenses (Items).....	17,764
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	3,071
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$81,222
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>Yes</del> NO

PAGE 208

*Form not updated.  
Name changed to Shield*

PM3000785453



## CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	GPA
(3)	Descriptions:	100 F SP LT GENERIC
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 11    Nicotine: 0.8    CO: N/A	
(10)	Variety Units Sales:	54,355,600
(11)	Variety Dollar Sales:	\$1,774,929
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	208
(20)	CAT-H-Expenses (Promotional Allowances).....	122,448
(21)	CAT-I-Expenses (Samples).....	49
(22)	CAT-J-Expenses (Items).....	36,096
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	6,241
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$165,042
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

PAGE 209

*Form not updated.  
Name changed to Shield.*

PM3000785454

## CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	GPA
(3)	Descriptions:	100 F SP LT MEN GENERIC
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M,N, or O)	M
(8)	Num Per Pack:	20
(9)	Tar: 11    Nicotine: 0.8    CO: N/A	
(10)	Variety Units Sales:	42,222,000
(11)	Variety Dollar Sales:	\$1,379,920
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	162
(20)	CAT-H-Expenses (Promotional Allowances).....	95,115
(21)	CAT-I-Expenses (Samples).....	38
(22)	CAT-J-Expenses (Items).....	28,039
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,848
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$128,202
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>Yes</del> NO

PAGE 210

*Form not updated  
Name changed to Shield*

PM3000785455

CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	GPA
(3)	Descriptions:	King F SP ULTRA-LT GENERIC
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 6    Nicotine: 0.5    CO: N/A	
(10)	Variety Units Sales:	29,632,200
(11)	Variety Dollar Sales:	\$959,120
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	114
(20)	CAT-H-Expenses (Promotional Allowances).....	66,753
(21)	CAT-I-Expenses (Samples).....	27
(22)	CAT-J-Expenses (Items).....	19,678
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	3,402
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$89,974
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>Yes</del> NO

PAGE 211

*Form not updated.  
Name Changed to Shield*

PM3000785456

CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	GPA
(3)	Descriptions:	100 F SP ULTRA-LT GENERIC
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 6    Nicotine: 0.5    CO: N/A	
(10)	Variety Units Sales:	62,349,800
(11)	Variety Dollar Sales:	\$2,033,460
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	239
(20)	CAT-H-Expenses (Promotional Allowances) .....	140,457
(21)	CAT-I-Expenses (Samples) .....	56
(22)	CAT-J-Expenses (Items).....	41,405
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	7,159
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$189,316
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	<del>Yes</del> NO

PAGE 212

*Form not updated.  
Name changed to Shield*

PM3000785457

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	GRIDLOCK
(3)	Descriptions:	King, NF SP GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	N ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M, N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 24 ✓ Nicotine: 1.6 ✓ CO: N/A	
(10)	Variety Units Sales:	11,460,000
(11)	Variety Dollar Sales:	\$380,723
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	44
(20)	CAT-H-Expenses (Promotional Allowances).....	25,816
(21)	CAT-I-Expenses (Samples).....	10
(22)	CAT-J-Expenses (Items).....	7,610
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,316
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$34,796
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	GRIDLOCK
(3)	Descriptions:	King F SP FULL-FLA GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack: ✓	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	10,272,000
(11)	Variety Dollar Sales:	\$340,658
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	39
(20)	CAT-H-Expenses (Promotional Allowances).....	23,140
(21)	CAT-I-Expenses (Samples).....	9
(22)	CAT-J-Expenses (Items).....	6,821
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	1,179
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$31,188
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name GRIDLOCK  
 (3) Descriptions: 100 F SP LT GENERIC ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 13,092,000  
 (11) Variety Dollar Sales: \$434,298  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....50  
 (20) CAT-H-Expenses (Promotional Allowances) .....29,493  
 (21) CAT-I-Expenses (Samples) .....12  
 (22) CAT-J-Expenses (Items).....8,694  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....1,503  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety .....\$39,752  
 (28) Sporting Events.....50  
 (29) Ratings on Pack.....Yes / NO

## CIGARETTE REPORT FORM

(1) Year Covered 1995 ~~1996~~  
 (2) Brand Family Name GRIDLOCK  
 (3) Descriptions: 100 F SP ULTRA-LT GENERIC ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 14,784,000  
 (11) Variety Dollar Sales: \$490.937  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....57  
 (20) CAT-H-Expenses (Promotional Allowances).....33.304  
 (21) CAT-I-Expenses (Samples).....13  
 (22) CAT-J-Expenses (Items).....9.818  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....1.698  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$44.890  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes ~~NO~~



# CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	GRIDLOCK
(3)	Descriptions:	100 F SP FULL-FLA GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack; ✓	20 ✓
(9)	Tar: 16 Nicotine: 1.0 CO: N/A ✓	
(10)	Variety Units Sales:	19,366,800
(11)	Variety Dollar Sales:	\$642,618
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	74
(20)	CAT-H-Expenses (Promotional Allowances).....	43,628
(21)	CAT-I-Expenses (Samples).....	17
(22)	CAT-J-Expenses (Items).....	12,861
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	2,224
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$58,804
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	MONEY
(3)	Descriptions:	King F SP LT MEN GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11, Nicotine: 0.7 / CO: N/A	
(10)	Variety Units Sales:	5,940,000
(11)	Variety Dollar Sales:	\$197,084
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	23
(20)	CAT-H-Expenses (Promotional Allowances).....	13,381
(21)	CAT-I-Expenses (Samples).....	5
(22)	CAT-J-Expenses (Items).....	3,945
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	682
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$18,036
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>Yes</del> NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name NO FRILLS  
 (3) Description: King F SP LT GENERIC /  
 (4) Product Length 84 /  
 (5) Filter (F or N) F /  
 (6) Pack (H or S) S /  
 (7) Flavor (M,N, or O) N /  
 (8) Num Per Pack: 20 /  
 (9) Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 3,288,000  
 (11) Variety Dollar Sales: \$108,332  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....13  
 (20) CAT-H-Expenses (Promotional Allowances).....7,407  
 (21) CAT-I-Expenses (Samples).....3  
 (22) CAT-J-Expenses (Items).....2,183  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....378  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$9,984  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes / NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name NO FRILLS  
 (3) Descriptions: King F SP LT MEN GENERIC ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 2,772,000  
 (11) Variety Dollar Sales: \$91,304  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....11  
 (20) CAT-H-Expenses (Promotional Allowances).....6.245  
 (21) CAT-I-Expenses (Samples).....2  
 (22) CAT-J-Expenses (Items).....1.841  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....318  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$8.417  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes ~~NO~~

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name NO FRILLS  
 (3) Descriptions: 100 F SP LT GENERIC ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 11 ✓ Nicotine: 0.8 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 4,452,000  
 (11) Variety Dollar Sales: \$146,722  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....17  
 (20) CAT-H-Expenses (Promotional Allowances) .....10,029  
 (21) CAT-I-Expenses (Samples) .....4  
 (22) CAT-J-Expenses (Items).....2,956  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....511  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$13,517  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	NO FRILLS
(3)	Descriptions:	100 F SP ULTRA-LT GENERIC ✓
(4)	Product Length	100
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	4,152,000
(11)	Variety Dollar Sales:	\$136.831
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	16
(20)	CAT-H-Expenses (Promotional Allowances).....	9,353
(21)	CAT-I-Expenses (Samples).....	4
(22)	CAT-J-Expenses (Items).....	2,757
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	477
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$12,607
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	NO FRILLS
(3)	Descriptions:	100 F SP FULL-FLA GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M, N, or O)	N ✓
(8)	Num Per Pack: ✓	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	3,144,200
(11)	Variety Dollar Sales:	\$103,618
(12)	Last Date Sold: N/A	

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	12
(20)	CAT-H-Expenses (Promotional Allowances) .....	7,083
(21)	CAT-I-Expenses (Samples) .....	3
(22)	CAT-J-Expenses (Items).....	2,088
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	361
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$9,547
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

### CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	NO FRILLS
(3)	Descriptions:	King F SP ULTRA-LT GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A	
(10)	Variety Units Sales:	1,344,000
(11)	Variety Dollar Sales:	\$44,278
(12)	Last Date Sold: N/A	

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	5
(20)	CAT-H-Expenses (Promotional Allowances) .....	3,028
(21)	CAT-I-Expenses (Samples) .....	1
(22)	CAT-J-Expenses (Items).....	893
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	154
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$4,081
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>



## CIGARETTE REPORT FORM

(1) Year Covered 1995 <sup>1996</sup>  
 (2) Brand Family Name PREMIUM BUY  
 (3) Descriptions: King F SP FULL-FLA GENERIC ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 100,760,400  
 (11) Variety Dollar Sales: \$3,297,222  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail).....0  
 (19) CAT-G-Expenses (Point of Sale).....386  
 (20) CAT-H-Expenses (Promotional Allowances).....226,986  
 (21) CAT-I-Expenses (Samples).....91  
 (22) CAT-J-Expenses (Items).....66,913  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....11,569  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$305,945  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~yes~~ NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	PREMIUM BUY
(3)	Descriptions:	100 F SP FULL-FLA GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	184,663,900
(11)	Variety Dollar Sales:	\$6,039,744
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	708
(20)	CAT-H-Expenses (Promotional Allowances).....	415,998
(21)	CAT-I-Expenses (Samples).....	166
(22)	CAT-J-Expenses (Items).....	122,631
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	21,203
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$560,706
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	PREMIUM BUY
(3)	Descriptions:	King F SP LT GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A	
(10)	Variety Units Sales:	56,729,000
(11)	Variety Dollar Sales:	\$1,853,538
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	217
(20)	CAT-H-Expenses (Promotional Allowances).....	127,795
(21)	CAT-I-Expenses (Samples).....	51
(22)	CAT-J-Expenses (Items).....	37,673
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	6,514
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$172,250
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	PREMIUM BUY
(3)	Descriptions:	King F SP LT MEN GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓	CO: N/A ✓
(10)	Variety Units Sales:	32,486,887
(11)	Variety Dollar Sales:	\$1,061,995
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	124
(20)	CAT-H-Expenses (Promotional Allowances) .....	73,184
(21)	CAT-I-Expenses (Samples) .....	29
(22)	CAT-J-Expenses (Items).....	21,574
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	3,730
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$98,641
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes / NO

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	PREMIUM BUY
(3)	Descriptions:	100 F SP LT GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	127,480,594
(11)	Variety Dollar Sales:	\$4,175,300
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	50
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	489
(20)	CAT-H-Expenses (Promotional Allowances).....	287,179
(21)	CAT-I-Expenses (Samples).....	115
(22)	CAT-J-Expenses (Items).....	84,657
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	14,637
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$387,077
(28)	Sporting Events.....	50
(29)	Ratings on Pack.....	YES NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	PREMIUM BUY
(3)	Descriptions:	100 F SP LT MEN GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N. or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A	
(10)	Variety Units Sales:	97,846,400
(11)	Variety Dollar Sales:	\$3,197,413
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	375
(20)	CAT-H-Expenses (Promotional Allowances) .....	220,421
(21)	CAT-I-Expenses (Samples) .....	.88
(22)	CAT-J-Expenses (Items).....	64,978
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	11,235
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$297,097
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	PREMIUM BUY
(3)	Descriptions:	King F SP ULTRA-LT GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M, N, or O)	N ✓
(8)	Num Per Pack: ✓	20 ✓
(9)	Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	35,058,800
(11)	Variety Dollar Sales:	\$1,145,350
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	134
(20)	CAT-H-Expenses (Promotional Allowances) .....	78,978
(21)	CAT-I-Expenses (Samples) .....	32
(22)	CAT-J-Expenses (Items).....	23,282
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,025
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$106,451
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	PREMIUM BUY
(3)	Descriptions:	100 F SP ULTRA-LT GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack: ✓	20 ✓
(9)	Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A	
(10)	Variety Units Sales:	124,708,000
(11)	Variety Dollar Sales:	\$4,078,395
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	478
(20)	CAT-H-Expenses (Promotional Allowances) .....	280,933
(21)	CAT-I-Expenses (Samples) .....	112
(22)	CAT-J-Expenses (Items).....	82,816
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	14,319
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$378,658
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>



## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name PREMIUM BUY  
 (3) Descriptions: King NF SP GENERIC ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) N ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 24 ✓ Nicotine: 1.6 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 37,962,400  
 (11) Variety Dollar Sales: \$1,239,653  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....145  
 (20) CAT-H-Expenses (Promotional Allowances) .....85,519  
 (21) CAT-I-Expenses (Samples) .....34  
 (22) CAT-J-Expenses (Items).....25,210  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....4,359  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$115,267  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes ~~NO~~

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	SHENANDOAH
(3)	Descriptions:	King NF SP GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	N ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 24 ✓ Nicotine: 1.1 ✓ CO: N/A	1.6 ✓
(10)	Variety Units Sales:	1,668,000
(11)	Variety Dollar Sales:	\$55,000
(12)	Last Date Sold:	N/A

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	6
(20)	CAT-H-Expenses (Promotional Allowances).....	3,758
(21)	CAT-I-Expenses (Samples).....	2
(22)	CAT-J-Expenses (Items).....	1,108
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	192
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$5,066
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	<del>Yes</del> NO

CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	SHENANDOAH
(3)	Descriptions:	King F SP FULL-FLA GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M, N, or O)	N ✓
(8)	Num Per Pack: ✓	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	4,632,000
(11)	Variety Dollar Sales:	\$152,720
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	18
(20)	CAT-H-Expenses (Promotional Allowances).....	10,435
(21)	CAT-I-Expenses (Samples).....	4
(22)	CAT-J-Expenses (Items).....	3,076
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	532
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$14,065
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1985 <del>1996</del>
(2)	Brand Family Name	SHENANDOAH
(3)	Descriptions:	King F SP MEN GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N. or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	1,896,000
(11)	Variety Dollar Sales:	\$62,452
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	7
(20)	CAT-H-Expenses (Promotional Allowances) .....	4,271
(21)	CAT-I-Expenses (Samples) .....	2
(22)	CAT-J-Expenses (Items).....	1,259
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	218
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$5,757
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	SHENANDOAH
(3)	Descriptions:	100 F SP GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M, N, or O)	N ✓
(8)	Num Per Pack: ✓	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	5,724,000
(11)	Variety Dollar Sales:	\$188,803
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	22
(20)	CAT-H-Expenses (Promotional Allowances) .....	12,895
(21)	CAT-I-Expenses (Samples) .....	5
(22)	CAT-J-Expenses (Items).....	3,801
(23)	CAT-K-Expenses (Public Entertainment) .....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	657
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$17,380
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	SHENANDOAH
(3)	Descriptions:	100 F SP MEN GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	2,856,000
(11)	Variety Dollar Sales:	\$94,112
(12)	Last Date Sold: N/A	

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	11
(20)	CAT-H-Expenses (Promotional Allowances).....	6,434
(21)	CAT-I-Expenses (Samples).....	3
(22)	CAT-J-Expenses (Items).....	1,897
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	328
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$8,673
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	YES NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	SHENANDOAH
(3)	Descriptions:	King F SP LT GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N. or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	2,292,000
(11)	Variety Dollar Sales:	\$75,487
(12)	Last Date Sold: N/A	

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	9
(20)	CAT-H-Expenses (Promotional Allowances).....	5,163
(21)	CAT-I-Expenses (Samples).....	2
(22)	CAT-J-Expenses (Items).....	1,522
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	263
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$6,959
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1) Year Covered 1995 1996  
 (2) Brand Family Name SHENANDOAH  
 (3) Descriptions: King F SP LT MEN GENERIC ✓  
 (4) Product Length 84 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 1,464,000  
 (11) Variety Dollar Sales: \$48,189  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....6  
 (20) CAT-H-Expenses (Promotional Allowances) .....3,298  
 (21) CAT-I-Expenses (Samples) .....1  
 (22) CAT-J-Expenses (Items).....972  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....168  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety .....\$4,445  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes NO



CIGARETTE REPORT FORM

(1)	Year Covered	1995 1996
(2)	Brand Family Name	SHENANDOAH
(3)	Descriptions:	100 F SP LTS GENERIC
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 11 ✓ Nicotine: 0.8 ✓ CO: N/A	
(10)	Variety Units Sales:	3,600,000
(11)	Variety Dollar Sales:	\$118,630
(12)	Last Date Sold: N/A	

REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	14
(20)	CAT-H-Expenses (Promotional Allowances) .....	8,110
(21)	CAT-I-Expenses (Samples) .....	3
(22)	CAT-J-Expenses (Items).....	2,391
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	413
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$10,931
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	Yes NO

CONFIDENTIAL

1007600679

XXXXXX

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	SHENANDOAH
(3)	Descriptions:	100 F SP LTS MEN GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.8 ✓ CO: N/A	
(10)	Variety Units Sales:	3,288,000
(11)	Variety Dollar Sales:	\$108,339
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	13
(20)	CAT-H-Expenses (Promotional Allowances).....	7,407
(21)	CAT-I-Expenses (Samples).....	3
(22)	CAT-J-Expenses (Items).....	2,183
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	378
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$9,984
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	SHENANDOAH
(3)	Descriptions:	King F SP ULTRA-LT GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	1,368,000
(11)	Variety Dollar Sales:	\$45,098
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	5
(20)	CAT-H-Expenses (Promotional Allowances).....	3.082
(21)	CAT-I-Expenses (Samples).....	1
(22)	CAT-J-Expenses (Items).....	908
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	157
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$4,153
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>Yes</del> NO

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name SHENANDOAH  
 (3) Descriptions: 100 F SP ULTRA-LT GENERIC ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 2,472,000  
 (11) Variety Dollar Sales: \$81,361  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines)..... 0  
 (15) CAT-C-Expenses (Outdoor)..... 0  
 (16) CAT-D-Expenses (Audio Visual)..... 0  
 (17) CAT-E-EXPENSES (Public Transport)..... 0  
 (18) CAT-F-Expenses (Direct Mail) ..... 0  
 (19) CAT-G-Expenses (Point of Sale)..... 9  
 (20) CAT-H-Expenses (Promotional Allowances) ..... 5,569  
 (21) CAT-I-Expenses (Samples) ..... 2  
 (22) CAT-J-Expenses (Items)..... 1,642  
 (23) CAT-K-Expenses (Public Entertainment)..... 0  
 (24) CAT-L-Expenses (Endorsement)..... 0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....284  
 (26) CAT-N-Expenses (All Other)..... 0  
 (27) Total Reportable Expenditures for Variety.....\$7,506  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes ~~NO~~

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	TOP CHOICE
(3)	Descriptions:	King NF SP GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	N ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 24 ✓ Nicotine: 1.6 ✓ CO: N/A	
(10)	Variety Units Sales:	2,112,000
(11)	Variety Dollar Sales:	\$69,822
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	8
(20)	CAT-H-Expenses (Promotional Allowances) .....	4,758
(21)	CAT-I-Expenses (Samples) .....	2
(22)	CAT-J-Expenses (Items).....	1,403
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	243
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$6,414
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	TOP CHOICE
(3)	Descriptions:	King F SP FULL-FLA GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack: ✓	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	6,612,000
(11)	Variety Dollar Sales:	\$218,559
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	25
(20)	CAT-H-Expenses (Promotional Allowances).....	14,895
(21)	CAT-I-Expenses (Samples).....	6
(22)	CAT-J-Expenses (Items).....	4,391
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	759
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$20,076
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

# CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	TOP CHOICE
(3)	Descriptions:	100 F SP FULL-FLA GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack: ✓	20 ✓
(9)	Tar: 16 ✓ Nicotine: 1.0 ✓ CO: N/A	
(10)	Variety Units Sales:	7,500,000
(11)	Variety Dollar Sales:	\$247.849
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	29
(20)	CAT-H-Expenses (Promotional Allowances).....	16,895
(21)	CAT-I-Expenses (Samples).....	7
(22)	CAT-J-Expenses (Items).....	4,981
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	861
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$22,773
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name TOP CHOICE  
 (3) Descriptions: 100 F SP FULL-FLA MEN GENERIC ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) M ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 16 ✓ Nicotine: 1.1 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 6,156,000  
 (11) Variety Dollar Sales: \$203,462  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....24  
 (20) CAT-H-Expenses (Promotional Allowances) .....13,868  
 (21) CAT-I-Expenses (Samples) .....6  
 (22) CAT-J-Expenses (Items).....4,088  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....707  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety.....\$18,693  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....Yes ~~Yes~~ NO



## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	TOP CHOICE
(3)	Descriptions:	King F SP LT GENERIC ✓
(4)	Product Length	84 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	N ✓
(8)	Num Per Pack: ✓	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A	
(10)	Variety Units Sales:	3,588,000
(11)	Variety Dollar Sales:	\$118,650
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	50
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	14
(20)	CAT-H-Expenses (Promotional Allowances) .....	8,083
(21)	CAT-I-Expenses (Samples) .....	3
(22)	CAT-J-Expenses (Items).....	2,383
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	412
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$10,895
(28)	Sporting Events .....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	TOP CHOICE
(3)	Descriptions:	King F SP LT MEN GENERIC
(4)	Product Length	84
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M, N, or O)	M
(8)	Num Per Pack:	20
(9)	Tar: 11 ✓ Nicotine: 0.7 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	3,708,000
(11)	Variety Dollar Sales:	\$122,550
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	14
(20)	CAT-H-Expenses (Promotional Allowances).....	8,353
(21)	CAT-I-Expenses (Samples).....	3
(22)	CAT-J-Expenses (Items).....	2,462
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	426
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$11,258
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name TOP CHOICE  
 (3) Descriptions: 100 F SP LT GENERIC ✓  
 (4) Product Length 100 ✓  
 (5) Filter (F or N) F ✓  
 (6) Pack (H or S) S ✓  
 (7) Flavor (M,N, or O) N ✓  
 (8) Num Per Pack: 20 ✓  
 (9) Tar: 11 ✓ Nicotine: 0.8 ✓ CO: N/A  
 (10) Variety Units Sales: 4,716,000  
 (11) Variety Dollar Sales: \$155.924  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....18  
 (20) CAT-H-Expenses (Promotional Allowances) .....10,624  
 (21) CAT-I-Expenses (Samples) .....4  
 (22) CAT-J-Expenses (Items).....3,132  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....541  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety .....\$14,319  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~Yes~~ NO

## CIGARETTE REPORT FORM

(1)	Year Covered	<del>1995</del> 1996
(2)	Brand Family Name	TOP CHOICE
(3)	Descriptions:	100 F SP LT MEN GENERIC ✓
(4)	Product Length	100 ✓
(5)	Filter (F or N)	F ✓
(6)	Pack (H or S)	S ✓
(7)	Flavor (M,N, or O)	M ✓
(8)	Num Per Pack:	20 ✓
(9)	Tar: 11 ✓ Nicotine: 0.8 ✓ CO: N/A ✓	
(10)	Variety Units Sales:	7,020,000
(11)	Variety Dollar Sales:	\$231,934
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail).....	0
(19)	CAT-G-Expenses (Point of Sale).....	27
(20)	CAT-H-Expenses (Promotional Allowances) .....	15,814
(21)	CAT-I-Expenses (Samples) .....	6
(22)	CAT-J-Expenses (Items).....	4,662
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	806
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety.....	\$21,315
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1) Year Covered ~~1995~~ 1996  
 (2) Brand Family Name TOP CHOICE  
 (3) Descriptions: King F SP ULTRA-LT GENERIC  
 (4) Product Length 84  
 (5) Filter (F or N) F  
 (6) Pack (H or S) S  
 (7) Flavor (M,N, or O) N  
 (8) Num Per Pack: 20  
 (9) Tar: 6 ✓ Nicotine: 0.5 ✓ CO: N/A ✓  
 (10) Variety Units Sales: 1,848,000  
 (11) Variety Dollar Sales: \$61,070  
 (12) Last Date Sold: N/A

## REPORTABLE EXPENDITURES

(13) CAT-A-Expenses (Newspapers).....\$0  
 (14) CAT-B-Expenses (Magazines).....0  
 (15) CAT-C-Expenses (Outdoor).....0  
 (16) CAT-D-Expenses (Audio Visual).....0  
 (17) CAT-E-EXPENSES (Public Transport).....0  
 (18) CAT-F-Expenses (Direct Mail) .....0  
 (19) CAT-G-Expenses (Point of Sale).....7  
 (20) CAT-H-Expenses (Promotional Allowances) .....4,163  
 (21) CAT-I-Expenses (Samples) .....2  
 (22) CAT-J-Expenses (Items).....1,227  
 (23) CAT-K-Expenses (Public Entertainment).....0  
 (24) CAT-L-Expenses (Endorsement).....0  
 (25) CAT-M-Expenses (Retail Value & Coupon).....212  
 (26) CAT-N-Expenses (All Other).....0  
 (27) Total Reportable Expenditures for Variety .....\$5,611  
 (28) Sporting Events.....\$0  
 (29) Ratings on Pack.....~~Yes~~ NO

## CIGARETTE REPORT FORM

(1)	Year Covered	1995 <del>1996</del>
(2)	Brand Family Name	TOP CHOICE
(3)	Descriptions:	100 F SP ULTRA-LT GENERIC ✓
(4)	Product Length	100
(5)	Filter (F or N)	F
(6)	Pack (H or S)	S
(7)	Flavor (M,N, or O)	N
(8)	Num Per Pack:	20
(9)	Tar: 6 ✓ Nicotine: 0.5 ✓	CO: N/A
(10)	Variety Units Sales:	3,444,000
(11)	Variety Dollar Sales:	\$113,870
(12)	Last Date Sold: N/A	

### REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$0
(14)	CAT-B-Expenses (Magazines).....	0
(15)	CAT-C-Expenses (Outdoor).....	0
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	0
(18)	CAT-F-Expenses (Direct Mail) .....	0
(19)	CAT-G-Expenses (Point of Sale).....	13
(20)	CAT-H-Expenses (Promotional Allowances) .....	7,758
(21)	CAT-I-Expenses (Samples) .....	3
(22)	CAT-J-Expenses (Items).....	2,287
(23)	CAT-K-Expenses (Public Entertainment).....	0
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	399
(26)	CAT-N-Expenses (All Other).....	0
(27)	Total Reportable Expenditures for Variety .....	\$10,460
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes <del>NO</del>

## CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	NON BRANDED EXPENSES
(3)	Descriptions:	N/A N/A N/A N/A N/A N/A N/A
(4)	Product Length	N/A
(5)	Filter (F or N)	N/A
(6)	Pack (H or S)	N/A
(7)	Flavor (M,N, or O)	N/A
(8)	Num Per Pack:	20
(9)	Tar: N/A      Nicotine: N/A      CO: N/A	
(10)	Variety Units Sales:	N/A
(11)	Variety Dollar Sales:	N/A
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$1,285,860
(14)	CAT-B-Expenses (Magazines).....	(138,939)
(15)	CAT-C-Expenses (Outdoor).....	456,217
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	(25,704)
(18)	CAT-F-Expenses (Direct Mail) .....	10,609,576
(19)	CAT-G-Expenses (Point of Sale).....	51,943,967
(20)	CAT-H-Expenses (Promotional Allowances) .....	884,385
(21)	CAT-I-Expenses (Samples) .....	19,860
(22)	CAT-J-Expenses (Items).....	4,183,722
(23)	CAT-K-Expenses (Public Entertainment).....	13,991,265
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	4,689,298
(26)	CAT-N-Expenses (All Other).....	361
(27)	Total Reportable Expenditures for Variety.....	\$87,899,868
(28)	Sporting Events.....	\$0
(29)	Ratings on Pack.....	Yes

## CIGARETTE REPORT FORM

(1)	Year Covered	1995
(2)	Brand Family Name	GRAND TOTAL
(3)	Descriptions:	N/A N/A N/A N/A N/A N/A N/A
(4)	Product Length	N/A
(5)	Filter (F or N)	N/A
(6)	Pack (H or S)	N/A
(7)	Flavor (M,N, or O)	N/A
(8)	Num Per Pack:	20
(9)	Tar: N/A      Nicotine: N/A      CO: N/A	
(10)	Variety Units Sales:	222,927,429,682
(11)	Variety Dollar Sales:	11,493,155,118
(12)	Last Date Sold: N/A	

## REPORTABLE EXPENDITURES

(13)	CAT-A-Expenses (Newspapers).....	\$15,689,886
(14)	CAT-B-Expenses (Magazines).....	152,376,474
(15)	CAT-C-Expenses (Outdoor).....	125,239,327
(16)	CAT-D-Expenses (Audio Visual).....	0
(17)	CAT-E-EXPENSES (Public Transport).....	14,869,892
(18)	CAT-F-Expenses (Direct Mail) .....	10,609,576
(19)	CAT-G-Expenses (Point of Sale).....	132,757,028
(20)	CAT-H-Expenses (Promotional Allowances) .....	514,889,496
(21)	CAT-I-Expenses (Samples) .....	1,430,670
(22)	CAT-J-Expenses (Items).....	532,096,965
(23)	CAT-K-Expenses (Public Entertainment).....	70,711,867
(24)	CAT-L-Expenses (Endorsement).....	0
(25)	CAT-M-Expenses (Retail Value & Coupon).....	695,279,944
(26)	CAT-N-Expenses (All Other).....	1,079,017
(27)	Total Reportable Expenditures for Variety .....	\$2,267,030,143
(28)	Sporting Events .....	\$44,490,862
(29)	Ratings on Pack.....	Yes